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The Weekly News ine of Radio

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THE MYSTIFYING ORACLE
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what every sponsor should know

WHICH PROGRAM TYPES APPEAL MOST TO CERTAIN INCOME GROUPS?

Do you know how all income groups vary in their response to radio programs throughout the hours of the day? WOR, through its Crossley-prepared Continuing Study of Radio Listening, can show you how all kinds of people's listening fluctuates from period to period.

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More and more smart sponsors realize today that equal ratings are rarely comparable. For instance, WOR recently showed a sponsor that while his rating was the same as that of a competitor's show, he was actually attracting 97,800 more listeners than the other sponsor.

HOW DOES THE WEATHER AFFECT LISTENING?

How do rainstorms, blizzards, hot spells affect the listening people do? Two weeks out of every month Crossley, Inc. clocks the weather day by day as regularly as its personal interviewers ask people questions. This is an interesting radio angle that you should know more about.

Smart sponsors and their agencies make it a habit to check WOR regularly on what the Crossley Continuing Study of Radio Listening reveals about their shows. They know that WOR can tell them things about listening that nobody else can. And its answers invariably bring them a greater per-penny profit on every penny they invest.

WOR

— that power-full station at 1440 Broadway, in New York

Advertisement number 4 in a series designed to show the close relationship between WLS listeners and our staff, due to their long association with the station.

JULIAN BENTLEY
TODAY

JULIAN BENTLEY
1930

ERVIN
LEWIS

VETERAN EDITOR

Its no wonder radio listeners in Midwest America feel friendly toward WLS personalities. Most of them have been heard on the station for so long that listeners regard them as old friends. For instance, Julian Bentley, WLS News Editor, has been with the station for 14 years, since 1930. Ervin Lewis, Associate Editor, is a comparative newcomer with 6 years of service at WLS.

These friends of long standing are found not only in the news department. Many entertainers have been heard on WLS for 15 and 20 years. Executives, program staff, even the engineers boast 20-year veterans. And in this long association with the station and its audience, these people have learned to *know* the listeners, know what they like to hear and what will move them to act and *buy*. That's why *WLS Gets Results!*

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

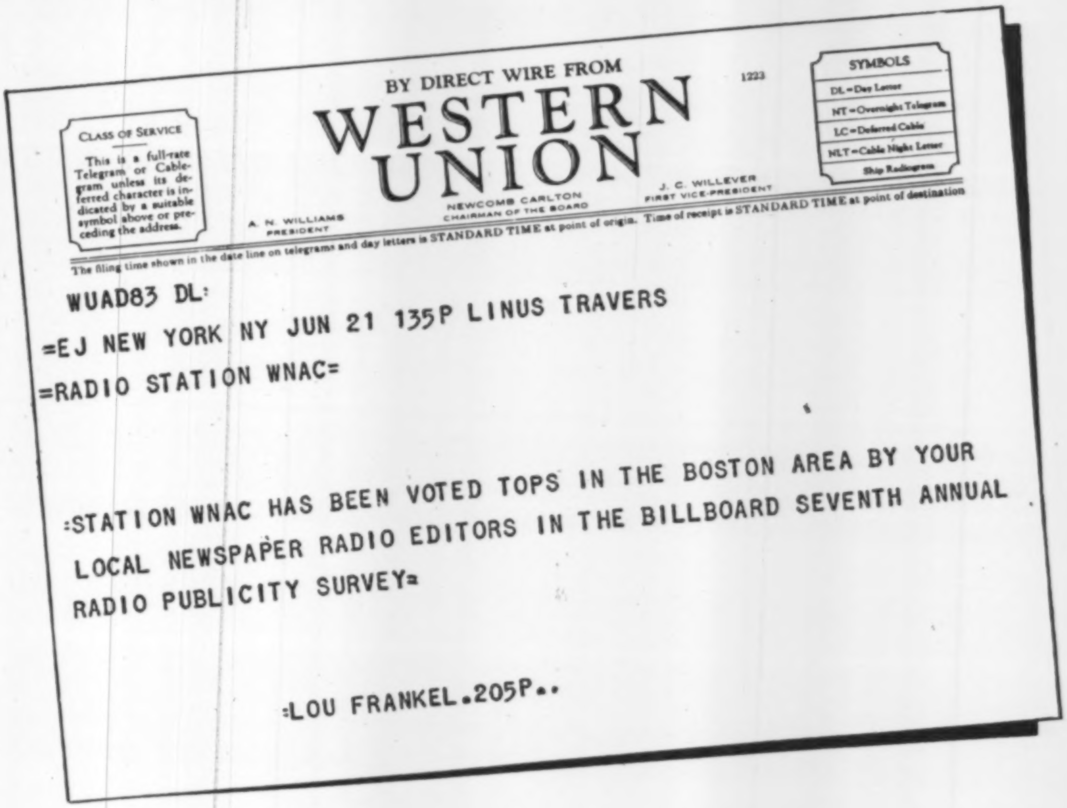
CHICAGO 7

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK—**KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

We gratefully acknowledge the compliment of Boston's Radio Editors in voting

WNAC

"Tops in Publicity in the Boston Area"



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WESTERN UNION

1223

A. N. WILLIAMS
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

SYMBOLS
DL = Day Letter
NT = Overnight Telegram
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

WUAD83 DL:
=EJ NEW YORK NY JUN 21 135P LINUS TRAVERS
=RADIO STATION WNAC=

:STATION WNAC HAS BEEN VOTED TOPS IN THE BOSTON AREA BY YOUR LOCAL NEWSPAPER RADIO EDITORS IN THE BILLBOARD SEVENTH ANNUAL RADIO PUBLICITY SURVEY=

:LOU FRANKEL.205P..

— and thank you, Billboard,
for conducting the survey.

John Shepard

WNAC

Key Station of THE YANKEE NETWORK
Member of the Mutual Broadcasting System
Represented Nationally by Edward Petry & Co., Inc.

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In High Quality Microphones

for AM Broadcasting, FM Broadcasting and Television Sound

TWELVE years ago, RCA engineers startled the industry by announcing the development of a revolutionary new microphone, "the microphone without a diaphragm."

That microphone was the first velocity microphone—and, back in 1932, it was a daring innovation. There was some shaking of heads over the fact that it looked different, worked differently, and moved the pre-amplifier from the microphone case to the equipment rack.

But, the broadcasting industry—which was just then moving into high gear—quickly found out that the Velocity Microphone was more convenient, more dependable and of far better quality than the condenser microphones then in use.

With one accord, broadcasters adopted the RCA Velocity Microphone for all high-quality pickups, and they have been using them in constantly increasing numbers ever since.

Meantime, RCA engineers, not content with the first velocity microphone, have gone on improving it. They designed new mountings, used new materials to achieve higher output, added new finishes. In 1935 they brought out the Uni-directional Microphone, a velocity-type microphone which has a single-sided pickup (as contrasted to the two-sided pickup of the standard velocity microphone). And in 1939, the "Combination" Microphone—a model which provides uni-directional, bi-directional or non-directional pick-up at the turn of a switch.

Today RCA broadcast microphones are the standard of the industry. Used by NBC, CBS, the BLUE and nearly all regional networks—as well as by most of the independent stations, large and small.

For the best in microphones—and the best in all radio equipment—look to RCA!

BUY MORE WAR BONDS

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

"the m
NBC
NBC

The RCA 44BX Velocity Microphone—favorite for high-quality studio pickups. A frequency response which (when used with RCA pre-amplifiers) is uniform from 30 to 15,000 cycles, makes the 44BX the ideal microphone for FM broadcasting and for high-quality AM broadcasting.

e microphones the networks use"

CBS
BLUE
BLUE
THESE THREE USE ALL THREE
—and so do most of the regional networks—and the best-operated independent stations

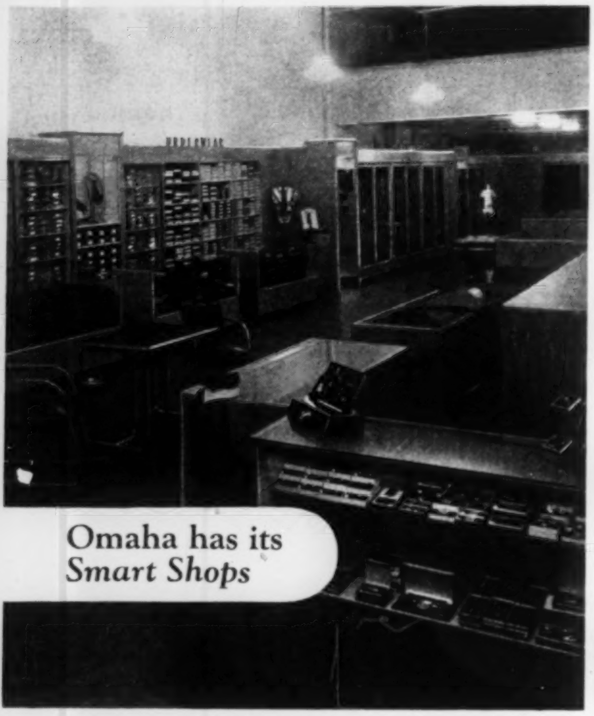
The RCA 77-C1 Special-purpose Microphone. Provides a uni-directional, bi-directional or non-directional response as desired. Change from one to another by turn of a switch. Frequency response constant through entire operating angle. A combination of flexibility and quality which is unequaled.

The RCA 88-A Pressure Microphone. A rugged, non-critical unit — especially suited for remote pickups. Weighs only a pound, provides a high output level, has a moisture-proof, molded styrol diaphragm and a protecting wind screen. Response of 60 to 10,000 cycles makes it suitable for many studio uses as well as remotes.

XUM

KOIL Columbia, of course The Radio Buy of OMAHA

Fifth Avenue has its *Fashion Stores*



Omaha has its *Smart Shops*

Omaha keeps step with Fifth Avenue . . . . .

OMAHANS are definitely well dressed. On the average, Omahans spend more for clothing than residents of many larger cities.

The average Omaha family spends about $115 a year for ready-to-wear clothing or a total of over $8,000,000.

People who are clothes conscious are interested in articles that promote a high standard of living. Omaha's profitable retail market can be reached directly, daily through KOIL (Basic Columbia) at low cost. Investigate now.

AN ACTIVE RETAIL MARKET

Omaha's retail sales total over $175,000,000 per year.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in *Omaha*

5000 WATTS . . . 1290 KILOCYCLES

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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IN THIS ISSUE—

Fight Looms for Postwar Shortwave 11
Personnel Stability Voted Under New WMC Rules 11
FCC Approves WJJD Sale to Marshall Field 12
Danny Danker Dies on Coast 12
Local News to Feature Democratic Coverage 13
Radio Finds Niche in News Coverage —*By D. Harold McGrath* 13
WMT-WOL Swap Approved by Revenue Bureau 14
WTAD to KGLO; WORD to Bryan, Davis 14
Recorder-AFM Settlement Sought 14
Saipan Tale Told Despite Dust Clouds 16
Six Correspondents Accredited to ETO 16
Radio Gives Public Service in Hartford Tragedy 18
Treasury Suspends Discs to Appraise Scripts 21
Invaders Hear Allied Stations 24
Democratic Convention Correspondents 26
Make Television Mistakes Now, R. E. Nelson Urges 58
Rehiring of Veterans Discussed 65
CBS Educational Programs to Army Outposts 68
New Video, 3 AM, 5 FM Pleas Before FCC 70

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MORE *Listeners* IN THE DINING ROOMS

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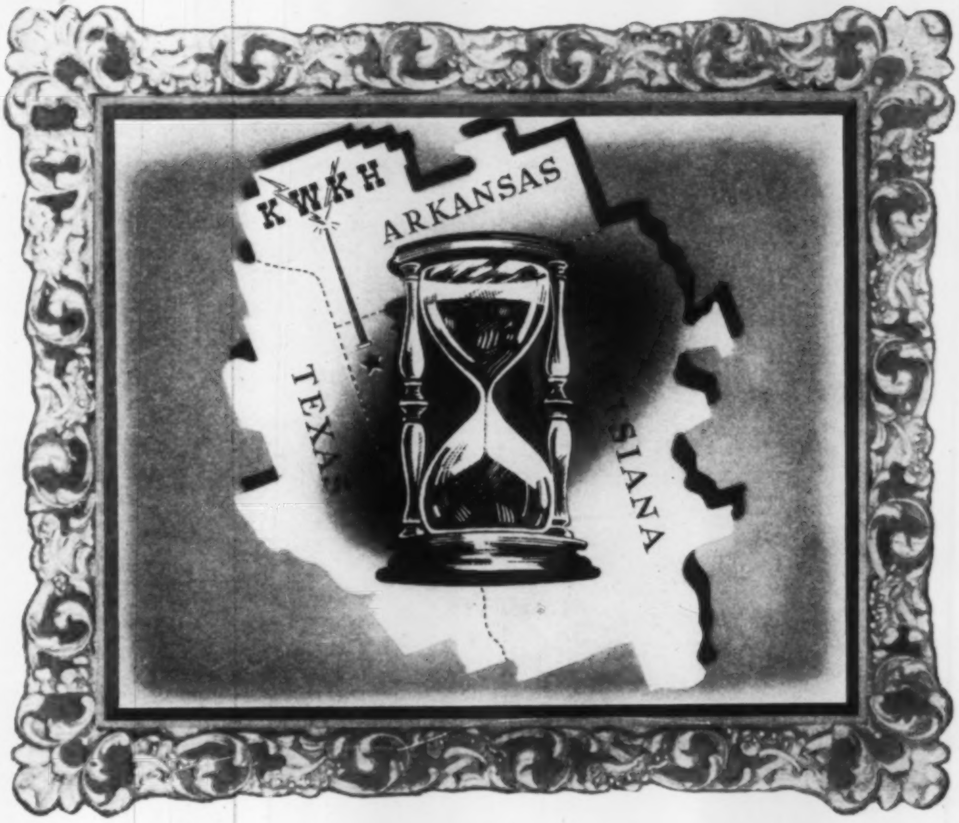
WFLA TAMPA NBC

JOHN BLAIR & CO. . . NATIONAL REPRESENTATIVE



PORTRAIT OF AN *Enduring* MARKET

● Spendable income from the rich East Texas-South Arkansas-North Louisiana area is assured for years to come. Always looked upon as an enduring market this region's rich resources and major industries will provide increasing spendable wealth in the future. Now holding one-fifth of the nation's known oil and the second largest known supply of Natural Gas new fields are constantly being discovered to add to the life of the petroleum supply. Add to this such major industries as cotton, livestock, lumber and varied manufacturing, plus a mild climate which allows year-round operations. It will pay you to investigate this enduring market . . . to find out how you can sell now and build sales for the future. Let us give you more information about this market and how you can cover it completely with 50,000 watt KWKH.

KWKH

50,000 WATTS

A Shreveport Times Station **CBS** Represented by the Branham Co.

THE *SELLING* POWER IN THE *BUYING* MARKET

It happened at 1220

MOVE from one side of town to the other, and friends still will locate you. But, change the wavelength of a radio station, and you can't simply leave a little note hanging at the old spot on the dial. That is why WGAR, the Friendly Station in Cleveland, went all out in a smashing campaign to post listeners on its recent shift to 1220 kilocycles.

Radio announcements, newspaper ads and streetcar hanger cards started people talking when, with humorous touch, they asked . . . "what's happening at 1220?" Then, in rapid-fire order at the changeover date, came the answer through those same media, plus giant painted boards, 24-sheets, truck signs, window and counter displays in downtown and neighborhood stores . . . through book matches, correspondence stickers, playing card giveaways, tent cards in restaurants and cards direct-mailed to select lists.

As one Clevelander put it . . . "you can't expose your ears or open your eyes without learning that WGAR has moved to 1220 on your dial!"

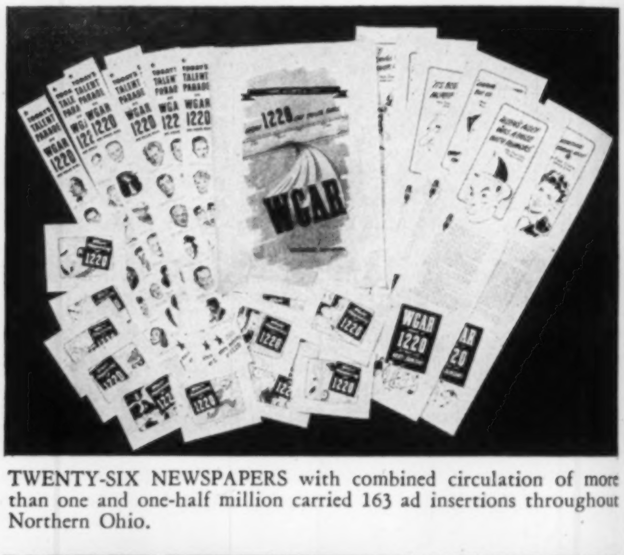
Free-Speech Mike

CONGRATULATIONS came thick and fast when Radio Station WGAR shifted to 1220 kilocycles, and included reports of better reception from listeners, as well as flowers galore.

YANKS START SMASHING DRIVE TO VICTORY
INVAS
NEWS and PIC
CLEVELAND
WGAR NOW 1220 ON YOUR DIAL

ONE THOUSAND HANGER CARDS in Cleveland streetcars tell the WGAR story to more than one million riders per day for six months, with a new message each week.

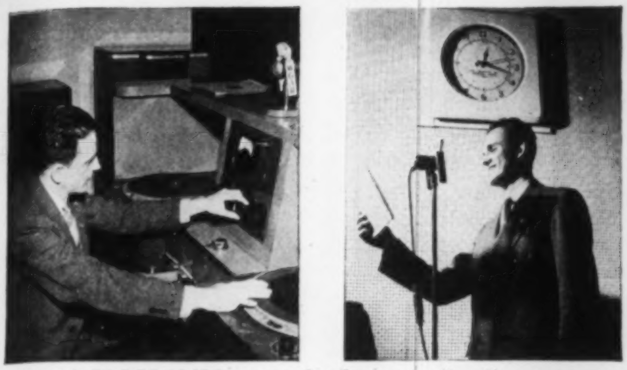
NEWSPAPER READERS couldn't miss the smash announcement ads, some in two colors, that appeared in Metropolitan and rural papers during the week following the changeover.



TWENTY-SIX NEWSPAPERS with combined circulation of more than one and one-half million carried 163 ad insertions throughout Northern Ohio.

BIRDSEYE FOODS present
DINAH SHORE
THURSDAY 9:30 P.M.
WGAR NOW 1220
ON YOUR DIAL

STORE POSTERS featuring network stars were displayed prominently in 2300 retail food and drug outlets throughout WGAR's service area.



SPECIAL PROGRAMS by network talent, as well as live announcements, reminded listeners to make the switch on the appointed day and hour.

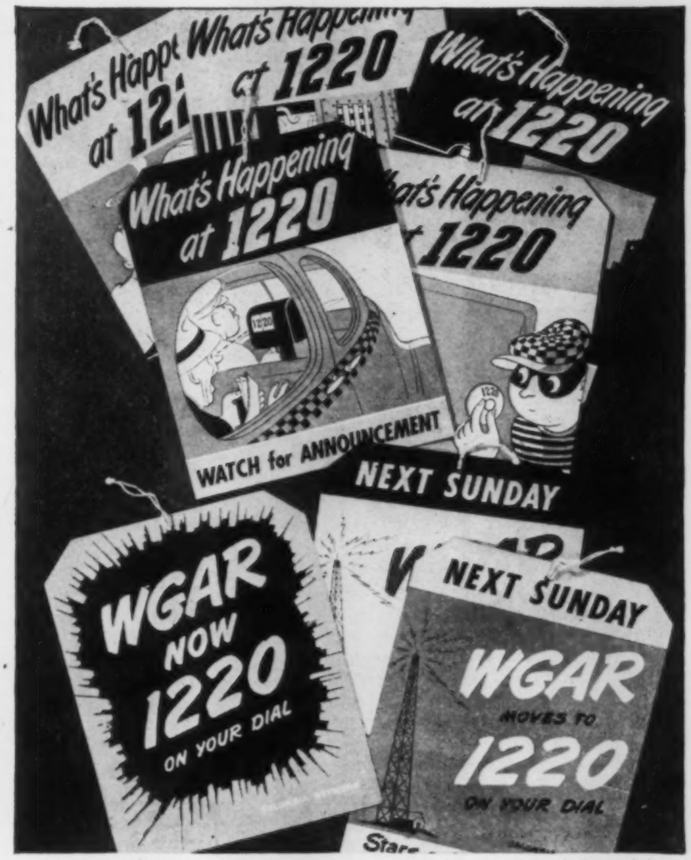
Central
COLUMBIA NETWORK
WGAR
NOW 1220
stars aplenty...

COLORFUL OUTDOOR ADVERTISING makes nearly one and one-half million WGAR impressions every 24 hours through one hundred twenty-six 24-sheets.

BEHIND THE MOVE to a better wave for WGAR were well-known radio men (left to right) John F. Patt, G. A. Richards and Leo J. Fitzpatrick.

WGAR
stars aplenty at
1220
COLUMBIA NETWORK

EAST AND WEST on the city's two heaviest traffic arteries, giant painted boards flash the WGAR message to radio-minded Clevelanders.


What's Happening at 1220
WATCH for ANNOUNCEMENT
NEXT SUNDAY
WGAR NOW 1220 ON YOUR DIAL
NEXT SUNDAY
WGAR MOVES TO 1220 ON YOUR DIAL

TEASERS OPENED a 26-week car hanger card campaign, followed by changeover announcements and program promotion cards to run into the fall months.

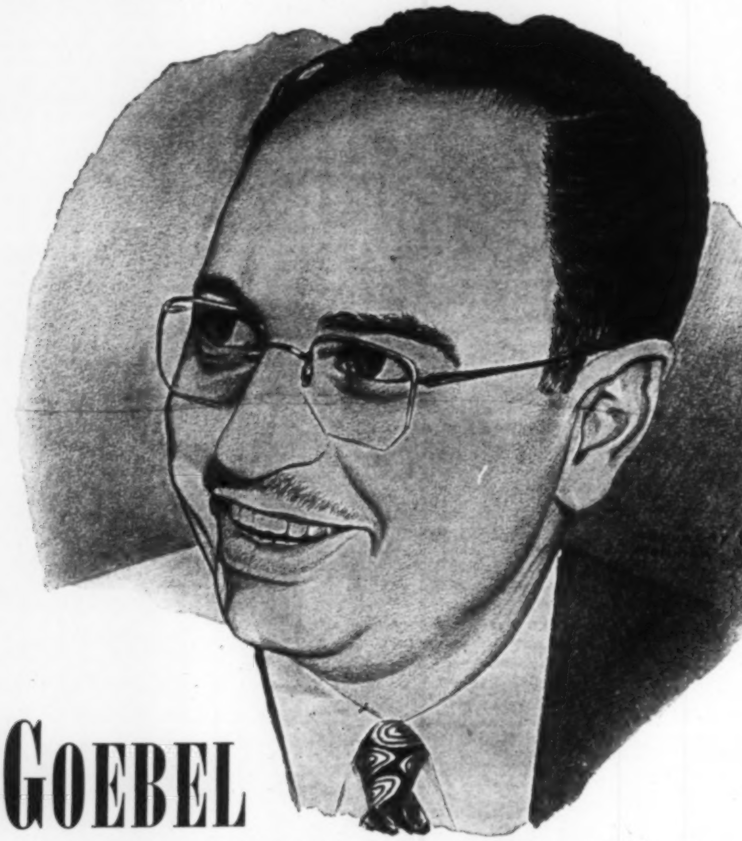
Coca-Cola BOTTLING CO.
WGAR NOW 1220

175 TRUCK SIGNS carried the news of the change throughout the city and nearby counties.

Norm Siegel of the Cleveland Press said: "There's definitely improvement in WGAR's signal."

LISTENERS whose house or phone numbers are 1220 won playing cards, and two million WGAR matchbooks were distributed over cigar counters.

ONE OF A SERIES FEATURING OUTSTANDING USERS OF SPOT BROADCASTING



RICHARD E. GOEBEL

President, Pacific Coast Advertising Co., San Francisco

Says—"We've found that spot broadcasting reaches *most* of the people, *most* of the time."

●Bravo, Mr. Goebel! After all is said and done, that's the final and ultimate discovery about spot broadcasting. After twelve years of closest association with the medium, even we are still being constantly surprised that spot broadcasting can sell men's clothes, for instance, at times when "only women are listening"—can sell foods and other feminine interests at *any* hour of the day or night, and even on sports programs!

●What's the answer? We're sure we don't know, unless it's that spot broadcasting simply does reach a lot of people, all the time! More people per dollar, certainly. Plus the fact that, whether you're buying a 20-second break or a full hour's program, you've got all the listener's attention while you're on the air—you're not competing with other advertisers on the same "page".

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
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KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 27, No. 2 WASHINGTON, D. C., JULY 10, 1944 $5.00 A YEAR—15c A COPY

Fight Looms for Postwar Shortwaves

Federal Ownership Urged in Some Quarters

By BILL BAILEY

CONTROL of international shortwave broadcasting following the war looms as a major political issue, with several Government agencies, including the FCC, Office of War Information and Coordinator of Inter-American Affairs reportedly advocating some form of continued Government supervision of the nation's shortwave stations.

Shrouded in official secrecy, the move to perpetuate Government control over international broadcasting is said to be headed by FCC Chairman James Lawrence Fly, who also is chairman of the Board of War Communications and a member of the State Dept. Committee on Postwar Telecommunications.

Reliable sources, however, held that no action would be taken, despite purported pressure by the FCC, OWI and CIAA, until the field of international communications is probed to its innermost depths. To that end 200 or more radio and communications experts will be called to Washington in the near future for conferences on the overall communications picture. Information gleaned from them will help to guide the State Dept. in formulating this country's policies to be presented at the first world conference on telecommunications after hostilities cease.

IRAC Report

Because of the worldwide problem of allocations which will arise in the postwar period, the Interdepartment Radio Advisory Committee made up of Government experts, has been working for months on proposed allocations to be considered at the impending world conference. IRAC is understood to have submitted a report to the FCC, BWC and State Dept. Committee a fortnight ago.

Adding to the allocations problem is the fact that more than 1,600 international shortwave stations have operated since the war on something like 900 or more frequencies, ranging from 2312 to 42,500 kc, according to competent estimates. In addition several foreign FM stations, as well as those in the U. S., have been operating in the band above 42,500 kc.

Although it was pointed out that many of the 1,600 stations which have been on the air pouring out propaganda for a score or more of countries have been destroyed in war zones, the problem of allocating certain frequencies to each nation is one which will require not one but several world conferences.

Must Keep in Step

Advocates of Government-controlled shortwave stations in the future point out that the U. S., prior to the war, was the only nation in the world with privately-operated stations. They contend that in the postwar period all international broadcasting of other countries will be controlled or operated by respective governments, and that the United States, to keep in step, must do likewise.

On the other hand there are, in Government, agencies which abhor any kind of Government control over private industry. They contend that America has been built on the foundation of free enterprise, as defined in the Constitution, and that Government operation of international broadcasting would be a definite step towards control of speech and the press, not only on an international basis but domestically as well.

At the outbreak of war seven corporations owned and operated America's international shortwave stations. Under wartime agreements reached in the fall of 1942, time of all U. S. shortwave stations (21 at that time) was leased to the OWI and CIAA, OWI programming two thirds and CIAA the other third. The agreement calls for return of all stations to the private owners after hostilities cease.

In the meantime OWI has planned a total of 36 international shortwave stations, 30 of which have been completed, the remaining six still under construction. Additional stations have been built by Defense Plant Corp. under supervision of the private licensees [BROADCASTING, March 13]. Under contract arrangements the private firms have options to acquire the stations, including land, after the war.

The seven firms in whose names the international shortwave stations are licensed are: Associated Broadcasters, also licensee of KSFO San Francisco; CBS; Crosley Corp., Cincinnati, licensee of WLW; General Electric Co., Schenectady; NBC; Westinghouse Radio Stations; World Wide Broadcasting Corp., Boston.

Under Government direction the shortwave stations operate on various frequencies, depending on the time of broadcast and the areas to be reached, at times using as many as 90 frequencies. James O. Weldon, chief of the OWI Bureau of Communications Facilities and a veteran radio engineer, is in charge of shortwave operations [BROADCASTING, May 29].

Protecting Investments

In the study of international communications, several schools of thought have arisen as to the most feasible operation of shortwave broadcasting. Those firms which have pioneered in shortwave broadcasting have tentatively lined up proposed commercial networks of standard or medium wave stations in other countries to pick up shortwave programs from America and rebroadcast them over AM stations. Such arrangements have been predicated on the understanding that American broadcasting would continue in peacetime under private operation, thus providing through free competition the best of entertainment.

To protect their investments, made over a period of years, the pioneers in international broadcasting are understood to be planning vigorous opposition to any movement leading to Government domination of that branch of the industry.

One school of thought advocates point-to-point relay with standard band stations in foreign countries rebroadcasting shortwave programs from America and vice versa. Apropos that plan, however, Edwin K. Cohan, technical advisor of World Wide Broadcasting Corp.,

(*Continued on page 28*)

New Manpower Rules Easing Station Employment Problem

High Level of Stability in Personnel Noted As Hiring Goes Under Government Service

By JACK LEVY

WITH all radio stations under manpower ceilings and hiring of replacements under the control of the U. S. Employment Service, it appeared last week that broadcasting operations had reached the highest level of stability since the outbreak of war.

New War Manpower Commission regulations, placed in effect July 1, while designed to give the maximum protection to producers of critical war items, will benefit radio as an essential activity through restriction of job referrals on less essential and nonessential enterprises.

A cursory survey of stations indicates that many broadcasters are in a better position today as far as manpower problems are concerned than they have been in a long time. Several large stations told BROADCASTING their personnel situation was "fortunate". Others reported only minor employment needs in the way of office or general workers.

Several broadcasters said their problems were largely alleviated when Selective Service regulations issued in May lifted the pressure on men over 26 in essential activities, many of whom were soon to be inducted or in the process of induction. Stations have had an opportunity since that time to make staff adjustments, employing women to fill vacancies and in quite a few cases hiring or rehiring discharged veterans.

Inquiries to stations regarding

(*Continued on page 64*)

FCC Approves WJJD Sale to Field; Randau Heads Station; Harre Manager

MARSHALL FIELD, sole proprietor of the *Chicago Sun* and of *PM*, last week became the owner of WJJD Chicago, with the FCC's approval of his acquisition of control of the station's stock from the Atlass family for approximately $700,000.

With the purchase of the remaining outstanding preferred stock, the cost will be approximately $750,000. Purchase of control was from Ralph L. Atlass, who also operates WIND Gary-Chicago; H. Leslie Atlass, vice-president of CBS in charge of central division operations, and Ralph Louis Atlass, son of Ralph L. Atlass. Philip K. Wrigley, chewing gum manufacturer, was a minority stockholder, along with others.

Mr. Field

Mr. Harre

WIND Move Approved

Application for transfer of WJJD to Mr. Field was filed last March. The station operates on 1160 kc with 20,000 w limited time. KSL Salt Lake City is the dominant station on the clear channel.

The contract for sale also calls for an adjustment in price for any increase or decrease in net worth of the station between Jan. 31, 1944, and the accounting date established. It is understood there will be an adjustment upward.

Ralph Atlass and his associates will continue operation of WIND, which at the same time was granted a modification of its license to change its main studio location to Chicago so the station hereafter will be identified as Chicago instead of Gary. Commissioner Walker voted "no" on the Chicago move.

Mr. Field also has pending before the FCC an application for purchase of WSAI Cincinnati from the Crosley Corp. for $550,000. This transaction, like the WJJD deal, stems from the FCC's regulation against dual ownership of stations in the same or overlapping areas, since Crosley also operates WLW in Cincinnati. He also is understood to be considering other station acquisitions.

Clem Randau, business manager of the *Chicago Sun* and former United Press executive, will be in supervisory charge of WJJD operations. The station will continue to maintain headquarters at 230 N. Michigan Ave. WIND, under arrangement with the Field organization, temporarily will use studios at that location until such time as a move can be made with the lifting of restrictions on materials.

"We are going to continue as is," Mr. Randau declared following the FCC action. He formally announced that Arthur Harre, commercial manager of WJJD, has been named manager. Officers are Mr. Field, president; Mr. Randau, vice-president; and Carl Weitzel, manager of the Field Chicago properties, as secretary-treasurer. These officials also will serve as the board of directors.

Lockheed Sponsors

LOCKHEED Aircraft Corp., Burbank, Cal., will sponsor *A Man Named 'X'* on 72 CBS stations starting July 10. The half-hour dramatic show dealing with the activities of the FBI takes to the air in the latter half of the *Lux Radio Theatre*, 9:30 p.m. for an eight-week run. It has not yet been decided where the show will be placed after that period. Agency is Foote, Cone & Belding, New York.

WMPS, Baptist Church Pact Contemplates Sale

PAVING the way for ultimate sale of WMPS Memphis, in compliance with the FCC's "duopoly" regulations, Memphis Broadcasting Co. and the First Baptist Church of that city have entered into a new contract under which the church will be accorded one hour and 45 minutes per week of time instead of previous provisions in perpetuity, guaranteeing it 5½ hours per week. The new contract involved, in exchange for the recapture of time, payment of $15,000 to the church. Instead of 5½ hours on Sunday, the new 99-year contract specifies an hour and one-half, with 15 minutes on Wednesdays and five one-minute spot announcements per week.

Because of the affiliation of WMC Memphis with the Scripps-Howard organization which, through Scripps-Howard Radio, owns WMPS, the latter station will be sold under the FCC's rule banning multiple ownership in the same areas. A number of bids have been received, it is understood. WMPS operates on 1460 kc with 1,000 w local sunset and 500 w night.

'Freshie' Spots

SUNWAY FRUIT Products, Chicago, "Freshie" dehydrated beverage base, begins sponsorship of a spot campaign, introducing the product to the civilian market for the first time after extensive sale for army use overseas, July 17 on WOR New York and July 10 on WGN Chicago, using one announcement daily until Sept. 1. Fall and winter schedules will be expanded. Agency is Sorensen & Co., Chicago.

Golf Match Sponsored

GEORGE S. MAY Co., industrial engineers, Chicago, is contracting for the full 130 station NBC net for broadcast of the annual Men's Open Amateur & Professional Golf Tourney, Tam-O-Shanter Golf Club, Chicago, Aug. 22-27, featuring Bill Stern. The whole package is estimated at $14,000. Agency is Jim Duffy Inc., Chicago.

Signal Oil Spots

SIGNAL OIL Co., Los Angeles, in a concentrated campaign, in early July started using an average total of 180 transcribed announcements per week on more than 35 Pacific Coast stations utilizing those in major market areas. Agency is Barton A. Stebbins Adv., Los Angeles.

Bond Bread Spots

GENERAL BAKING Co., New York, in addition to an expanded spot campaign for Bond Bread on 35 stations in New England and New York, [BROADCASTING, June 19], is also using spot announcements on some 40 stations throughout the Midwest, Southeast and South. BBDO New York handles advertising in New England and New York, Ivey & Ellington, New York, in the South and Southeast, and Mitchell-Faust Adv. Co., Chicago, in the Midwest.

WBTA to MBS

WBTA Batavia, N. Y., on July 16 becomes a fulltime affiliate of Mutual. Station is operated by Batavia Broadcasting Corp. with 250 w on 1490 kc.

1903 Daniel Joseph Danker 1944

DANIEL JOSEPH DANKER, 41, Pacific Coast vice-president and a director of J. Walter Thompson Co., Hollywood, and one of the best known agency executives in the country, died suddenly July 5 following a midnight heart attack at his Beverly Hills Hotel apartment. With him was his wife, Mrs. Lorena Layson Danker, former Warner Bros. actress.

Mr. Danker had just returned from a 30-day vacation and reported to his office for the first time that day. He seemed in good health up to time of his death. Familiarly hailed as "Danny", he was known for years as the unofficial Mayor of Hollywood because of wide acquaintance with those in films and radio, as well as advertising. Besides his wife, a daughter, Suzanne, 7, survives.

Henry Stantion, Chicago executive vice-president of J. Walter Thompson Co., arrived in Hollywood July 8 to take over operation of that office temporarily.

One of the best-known radio figures on the Coast, Danny Danker was born March 14, 1903 in Boston. He received his early education at Phillips Exeter Academy and his A.B. from Harvard in 1925. He was one of the 10 young college men chosen by J. Walter Thompson that year as apprentices.

When he came to Hollywood as the agency's representative two years later, he was only 24. There was little commercial broadcasting in those days. In early 1930 he established offices in downtown Los Angeles and worked on the Goodrich, Balto Dog Food and other accounts.

He handled the Rudy Vallee show, then sponsored by Fleischmann's Yeast, in 1933, starting the guest artist vogue. Among other early programs for which he was in large measure responsible and which are still on the air are *Lux Radio Theatre*, *Kraft Music Hall*, and *Chase & Sanborn Hour*.

Danny Danker became a Thompson vice-president in 1937, one of its youngest executives. Talent buying was just one of his functions, however. For a long while he was regarded as Hollywood's No. 1 radio talent buyer.

Local Coverage to Feature Convention

Home Delegates Interviews Are Planned

RADIO NEWS COVERAGE of the Democratic National Convention was discussed in Washington last Monday (July 3) when the Radio Correspondents Assn. Executive Committee, met with Paul Porter, Publicity Director, and J. Leonard Reinsch, Radio Director, of the Democratic National Committee. Seated (l to r): Mr. Porter, former CBS Washington counsel; Earl Godwin, president of the Association and Executive Committee chairman; Mr. Reinsch, managing director of the Cox stations (WHIO WSB WIOD). Standing (l to r): Richard Harkness, Committee vice-chairman and NBC commentator; Rex Goad, secretary, chief of Transradio's Washington Bureau; Fred W. Morrison, ex officio member, assistant to Fulton Lewis jr., MBS commentator; Bill Costello, treasurer, CBS commentator; D. Harold McGrath, U. S. Senate Radio Gallery superintendent, in charge of the Democratic Radio Gallery.

LOCAL NEWS angles and interviews with home-state delegates will emphasize radio's on-the-spot coverage of the Democratic National Convention which opens July 19 in the Chicago Stadium, three weeks from the day that radio listeners heard Republican Thomas E. Dewey accept the nomination of his party from the same Stadium.

Taking their cue from scores of commendatory letters, telegrams and personal plaudits, broadcasters are planning to supplement network coverage, which will take in the general proceedings, with "home-flavored" news, sidelights, features and descriptive material by commentators and announcers usually heard from their home towns. Direct pickups, transcriptions and overhead telegraphic copy will be utilized by the individual stations. (List of station correspondents on page 26).

Two Network Spots Daily

Network coverage of the Convention, from the call to order of the opening session at high noon July 19 and continuing until the Convention's adjournment after it has selected the party's Presidential and Vice-Presidential candidates, will generally follow the same pattern as that of the Republican National Convention.

As decided upon at a conference in New York last Thursday between J. Leonard Reinsch, Radio Director of the Democratic National Committee, and news executives of the four nationwide networks, the joint broadcasts will start at noon CWT and continue for an hour and the evening broadcasts will start at 9 p.m. CWT and continue for approximately two hours. Broadcast of any session may be extended past the scheduled time if events should warrant such extension.

Opening broadcast Wednesday afternoon will include the address of welcome to the delegates by Mayor Edward Kelly of Chicago, followed by a speech by Scott Lucas, Senior Senator of Illinois, and an address by the Democratic National chairman, Robert E. Hannegan, outlining campaign issues and party policies.

The Wednesday evening Convention broadcast will bring to listeners at home an address on the part women will play in the coming campaign, by Mrs. Charles W. Tillett of North Carolina, assistant chairman of the Democratic National Committee. This will be followed by the installation of the temporary chairman of the Convention, Gov. Robert Kerr of Oklahoma, who will deliver the keynote address.

Thursday afternoon session will cover presentation of the Convention's permanent chairman, Sen. Samuel Jackson of Indiana, and his address to the assembly, following which the Committee on Platform and Resolutions will make its report.

Balloting Thursday

Thursday evening session broadcast will open with an address by Mrs. Helen Gahagan Douglas of California. Following a second address by a speaker who has not been identified by the Committee, the chairman will call the roll for nominations for President, which will be broadcast as well as the subsequent balloting.

If the balloting for President is not prolonged, there is a possibility that the Vice-Presidential nomination also will be completed that evening, the convention winding up its work in a two-day meeting. Whether this develops or whether the Convention carries over into Friday sessions cannot be predicted at this time.

If President Roosevelt is again chosen as the standard bearer for the Democratic party, the political dopesters predict that he will not fly to Chicago, but that he will broadcast his acceptance speech to the Convention—and the nation—from Hyde Park.

Women's Director Named

In addition to the joint broadcasts from the Convention floor, each network is planning special programs. Schedules have not been completely worked out as yet, and probably will be announced during the coming week.

Probably several broadcasts will originate at the sessions of the campaign school for women delegates to the Convention, which will be conducted by Mrs. Tillett and other party women leaders, from the women's division headquarters in the ballroom of the Stevens Hotel.

Women's broadcasts from the convention will be handled by Betty Goodwin, who has been appointed Director of Women's Features for Radio for the Democratic National Committee. Miss Goodwin in 1936 covered the women's angle of the national conventions for NBC.

Mr. Reinsch, who is on leave from his post as managing director of the Cox stations (WHIO WSB

(*Continued on page 56*)

Radio Finds Niche in News Coverage

GOP Convention Lays Foundation For Future Job

By D. HAROLD McGRATH

Superintendent, Senate Radio Gallery

RADIO has found its niche in the news coverage field. As a result of its on-the-spot job at the Republican National Convention, the broadcasting profession in the future may well be expected to cover, side by side with newspaper representatives, outstanding news events of general interest.

Attendance a Question

The story of radio's first big spot political coverage goes back to December 1943 when seven men gathered around the desk of Earl Godwin, Blue Network commentator and president of the Radio Correspondents Assn. They met to determine, if possible, how many radio news persons would attend the 1944 Republican National Conventions.

Attending, besides Mr. Godwin, were: Richard Harkness, NBC commentator; Rex Goad, chief of Transradio's Washington Bureau; Fred W. Morrison of Mutual, assistant to Fulton Lewis jr.; Wells (Ted) Church, Radio Director of the GOP National Committee; William Vaughan, acting superintendent of the House Radio Correspondents Gallery, and the writer. Comprising the Radio Correspondents Assn. Executive Committee were Messrs. Godwin, Harkness, Goad and Morrison. They had just been officially apprised that both the Democratic and Republican National Committees had approved the Executive Committee as the supervising body over the radio news galleries at the respective conventions.

Two big questions confronted us. How many stations would ask for seats at the conventions? How many would attend? There was little experience on which to predicate a decision. Since 1916, the newspaper world, utilizing the Standing Committee of the Congressional press galleries, could make its needs known through the Standing Committee as soon as convention sites were chosen.

Radio Given Recognition

Radio's problem was different. Only once before—in 1940—had recognition been given radio as a news gathering medium by either political party. Prior to that, dealings were direct between the national political committees and networks.

In 1940, almost at the last minute, the Republican National Committee recognized the newly-organized Radio Correspondents' Assn. and over the protests of many newspapers allotted to radio 40 of

(*Continued on page 60*)

WMT-WOL Swap Approved by IRT

Craven Named to Head Personnel of Both Stations

ADVISED in a formal ruling by the Internal Revenue Bureau last Friday that even-up exchanges of broadcasting stations fall within the purview of "exchange of like property" under the revenue regulations, licensees of WMT Cedar Rapids and WOL Washington last week completed arrangements for a "swap" of the properties. Applications will be filed with the FCC probably today (July 10).

The transaction, which will give the Iowa Broadcasting Co., operated by the Cowles newspaper and radio interests, a Washington outlet had been completed on a tentative basis and only the Internal Revenue Bureau ruling was awaited prior to the filing of the necessary petitions with the FCC. The ruling held that under paragraph 112 (b) (1) of the Internal Revenue Code, an exchange of like property for productive use in trade or business can be made on a tax-free basis provided there is no gain or loss. This ruling creates a precedent in radio transactions.

Others Pending

Two other exchange arrangements now are pending before the Commission—one involving even-up exchange of KTBS Shreveport for KTHS Hot Springs [BROADCASTING, May 22]. The other, filed last week, proposes exchange by the Journal Co. of Portland, Ore., of its one-fourth interest in KOIN Portland for a two-thirds interest in KALE Portland [see story on this page].

Petitions to be filed with the FCC will provide for the exchange of ownership of WMT by the Iowa Broadcasting Co. for WOL owned by the American Broadcasting Co. Action normally would be forthcoming within 60 days.

Under the contract each station applies for the assignment of licenses to the other. Each company will sell the other its transmitter and studio equipment at book value, with certain items excluded. It is understood the WOL equipment is valued at approximately $38,000 and that of WMT at about $35,000, which would mean a payment to American Broadcasting Co. of the differential of about $3,000.

It is expected that announcement will be made by both sides that personnel of the stations will not be disturbed. T. A. M. Craven, former member of the FCC, who took over July 1 as vice-president of Iowa Broadcasting Co. in charge of eastern operations, is expected to become general manager of WOL under its new ownership. William B. Quarton, general manager of WMT, will remain in that capacity, with personnel not otherwise disturbed.

IBC, headed by Gardner Cowles Jr., Des Moines publisher and broadcaster and his brother John Cowles, publisher of the *Minneapolis Star Journal*, also has contracted to purchase WHOM Jersey City and WCOP Boston for $350,000 and $225,000, respectively. These transactions likewise await FCC approval.

The Cowles interests also operate WNAX Yankton and KRNT and KSO Des Moines. The latter station has been sold, subject to FCC approval, to Kingsley H. Murphey of Minneapolis for $275,000. The fact that KRNT, at least in some measure, covers the same territory as WMT, probably had a bearing on the IBC decision to dispose of WMT.

Washington probably will become one of the most competitive radio areas in the country with completion of the WOL transaction and the pending WINX sale to the *Washington Post* for $500,000. NBC owns WRC and CBS owns WTOP. WMAL, Blue outlet, is owned by the *Washington Star*, Washington's sixth station, WWDC, is controlled by Joseph Katz of Joseph Katz Co., Baltimore advertising agency.

Tax aspects of the WOL—WMT transaction were handled by Alvord & Alvord, Washington tax attorneys. Iowa Broadcasting Co. is represented by Segal, Smith & Hennessey and American Broadcasting Co. by Herbert M. Bingham, Washington attorney.

William B. Dolph, executive vice-president of American Broadcasting Co., would continue in that capacity with the acquisition of WMT. He would direct the station's policies probably retaining his headquarters in Washington. President and principal owner of American is Mrs. Helen Mark, of Washington.

WMT, a basic CBS and supplementary MBS outlet, operates on 600 kc. with 5,000 w fulltime. It maintains studios in Waterloo as well as Cedar Rapids. WOL is on 1260 kc. with 1000 w and is Washington outlet for MBS.

WTAD Sold to KGLO; WORD Acquired by Bryan and Davis

Third Proposed Transaction Involves Exchange Of KOIN 25% for KALE Two-Thirds Interest

THREE transactions involving changes in station ownership were completed last week, subject to FCC approval. They are:

> Sale of WTAD Quincy, Ill., by W. Emery Lancaster, broadcaster and attorney, to Lee Broadcasting Inc., controlled by Lee Radio Inc., licensee of KGLO Mason City, Ia., for $487,500.
>
> An even-up exchange by the Portland (Ore.) Journal Publishing Co. of its ¼ interest in KOIN Portland, for the ⅔ interest in KALE held by C. W. Myers, president and controlling stockholder of KOIN, and Mrs. Josephine Hunt.
>
> Sale of WORD Spartanburg, S. C. Blue outlet by Spartanburg Advertising Co. to Joseph M. Bryan, vice-president of the Jefferson Standard Life Insurance Co., Greensboro, and Smith Davis, head of the Smith Davis Co., newspaper and station financiers, Cleveland, for $58,500.

The latter two deals are "duopoly" transactions, brought about by the FCC's rule banning dual ownership of stations in the same or overlapping areas. A half-dozen others, falling in the same category, are in negotiation while the FCC has pending some two-score applications involving station sales or transfers, about half of which have to do with the "duopoly" rule.

The Quincy transaction involves purchase of the capital stock of Illinois Broadcasting Corp. by Lee Broadcasting Inc., for the gross figure of $487,500. The net price, however, is said to be about $100,000 less, inasmuch as Illinois now has approximately that amount of cash surplus available for distribution to purchasers of the stock if and when ownership is acquired. WTAD, operating on 930 kc with 1,000 w, is a CBS outlet.

Lee Broadcasting is a newly formed Illinois corporation in which the majority stock is owned by Lee Radio Inc., which operates KGLO, also an affiliate of CBS. KGLO was formerly owned by the *Mason City Globe Gazette*, a member of the Lee syndicate of newspapers in the Middle West. Certain of these newspapers have radio affiliations.

Minority stockholders of Lee Broadcasting Inc. include Lee P. Loomis, president and a principal stockholder of Lee Radio Inc.; Francis C. Eighmey, manager and minority stockholder of Lee Radio Inc., who directs KGLO; and Clifford Yewdall, Certified Public Accountant of New York. Application for FCC consent to transfer the stock will be filed with the FCC by July 25.

In the Portland transaction, the *Journal* Co. becomes 100% owner of KALE, MBS-Don Lee outlet 1330 kc with 5,000 w. Mr. Myers, who has directed the operations of both

(*Continued on page 66*)

Overtures to End Disc Case Begun

WLB Anxious for Compliance; No Desire to Seize

STRENUOUS efforts to effect compliance with the War Labor Board's order terminating the two-year-old strike of musicians against the Victor and Columbia recording companies were in progress last week as James C. Petrillo, president of the American Federation of Musicians, continued to ignore the WLB mandate.

No Desire to Seize

While neither the Board nor the parties to the case would authorize any statement on their positions, BROADCASTING learned that negotiations are being conducted behind closed doors to settle once and for all the recording controversy and that there is a possibility the issue may be resolved in the next few weeks.

WLB, it is believed, has little desire to apply the drastic measures which would be necessary to force compliance. It has little disposition to seize the recording companies or put the Government in the music business to enforce its authority. Mr. Petrillo has declared the Board "has no power to force us to go back to work for these companies".

Petrillo Must Act

One of the principal obstacles to compliance, it appears, is the Board's firm policy that differences between employer and employe cannot be negotiated at its direction as long as a strike is in progress. Mr. Petrillo, the Board ruled, must first withdraw his ban on making records and negotiate afterwards.

But Mr. Petrillo has repeatedly said he will not send his musicians back to work without a contract and the AFM convention last month unanimously voted that its membership would not accept terms and conditions other than those prescribed in the Decca-World and "Four Employer" contracts.

Board's Problem

WLB's problem, obviously, is to prevail upon Mr. Petrillo to conform to its accustomed procedure in handling disputes, which would seem to be a small concession in comparison with the concessions the Board made in virtually ratifying his existing "employment fund" contracts and prescribing contracts involving the same principle for Victor and Columbia. In that endeavor, the Board will have to exercise the full weight of its prestige.

In the meantime, the formal opinion on the case, which is expected to clarify that part of the Board's order requiring the recording companies to make escrow payments to "a fund", was still being awaited. Officials were unable to say definitely when the opinion will be issued.

MacFarlane Travelled With "Monty"

The British garrison had been driven out of Tobruk. Beaten and battered back to El Alamein. MacFarlane waited with the 8th Army for Rommel's drive on Suez. The world waited for the news that the British had lost Egypt.

MacFarlane saw the miracle of the 8th Army's response to Montgomery's order, "Attack!"

It is this background of living and fighting with "Monty" and his men that gives MacFarlane's broadcasts about the British on the invasion front so much force, so much truth.

It is this once living where news is made that helps MacFarlane call the news that is to come, with such uncanny accuracy.

He's called the turn on Turkey before Winston Churchill. He tagged Spain's real objective before Franco moved. There are a dozen more examples.

Ian Ross MacFarlane is another W-I-T-H exclusive.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

Saipan Tale Told Despite Dust Clouds

Marines Fight Elements Recording Story of Pacific Battle

By MARY ZURHORST

AT SAIPAN on D-Day, Lt. Larry Hays, USMC, writer and announcer, and producer of *The Halls of Montezuma*, and T/Sgt. Keene Hepburn ferried their wire recorder to a reef lying directly in line of operations. Preceding the first wave of invaders, they recorded for two full hours a description of the invasion and naval bombardment.

This recording was the climax of a series by Lt. Hays and Sgt. Hepburn giving the overall picture of one unit as it goes into an amphibious operation. The wire and Presto recordings were flown 10,000 miles to Marine Corps Headquarters in Washington by the men who made them, arriving last Monday night.

CBS used the record of Saipan D-Day at 11:30 p.m. Monday immediately after it was processed for security and quality by the Marine Corps. Other networks planned to broadcast it throughout the week. The other recordings were being processed last week and were to be used on several network programs as soon as they could be released.

On the Bridge

With an 18-month-old wire recorder with which Sgt. Hepburn had recorded the landings at Namur on Kwajalein, and a portable Presto unit, both comprising about a ton of equipment, Lt. Hays and Sgt. Hepburn left with the Marine unit from an advance base in the Pacific, to proceed to Saipan.

First recordings were made from the signal bridge where the wire recorder, operating with special plugs made aboard the transport so the unit could use the ship's 110 ac power, caught a mock air attack staged as a practice raid. They also recorded the ship's anti-aircraft practice, and got several interviews with crew members.

On the night before the unit went into battle, the two men recorded a community sing below decks, two religious services, and an interview with twin Marines from Brooklyn. As the interview was ending, the ship's signal screamed battle stations and action began.

On D-Day the wire recorder was transferred to a patrol boat which landed on the reef before the combat forces reached the beachhead. On one side were Japanese mortars on the island, on the other side the tremendous spectacle of the U. S. fleet shelling enemy positions, and in front of the reef streamed an endless mass of invaders. From this vantage position the Marine team recorded the battle for Saipan.

Because the smallest assembled unit of equipment weighed over 160 lbs. and was not easily portable, Lt. Hayes went in to the beach and got a close-up picture of the fighting going on there and returned to the reef to record his descriptions. His boat was shelled repeatedly.

On the night of D-Day plus 1 more naval bombardment was recorded. On D plus 2 the equipment was moved into the beach to a spot which had been secured and could be used as headquarters. Then the batteries ran down and there was no transportation available at the time along the beach. For three days no recordings were made.

Clouds of Dust

"In desperation," Lt. Hays told BROADCASTING, "Sgt. Hepburn and I canvassed the transports for batteries. Finally a Navy lieutenant in charge of radio on one of the ships gave us four 6-volt batteries, each weighing 40 to 60 lbs. In that tossing ocean we had to transfer the batteries six times from one type boat to another."

Once on the island, the recording team had to fight the clouds of dust that clogged up the open reels of the recorder and the microphones. "If it weren't for Sgt. Hepburn's endless care and technical skill, there wouldn't be any recordings," Lt. Hays said. The sergeant had no previous radio experience.

"We tried everything to keep dust out of the equipment," Sgt. Hepburn said. "Lt. Hays covered the mike with his helmet—it was just a regular studio mike—and sometimes he broadcast with a cloth covering his nose and mouth with the mike under the cloth. But the dust and wind still came through. And we had a lot of trouble with rust, too. That got around the coils of the wire spools and made the wire brittle, but didn't seem to affect quality."

On Saipan, they recorded interviews with war correspondents, many combat personnel "from privates to generals", on-the-spot descriptions of battle action from air bases, and naval bombardment. Sgt. Hepburn figured out a way to strap the wire recorder into the rear cockpit of a "grasshopper" artillery spotting plane, and Lt. Hays flew with Capt. Don Blaha over the entire island describing for 2½ hours the action he saw from the plane.

On June 28, the two men were flown from Saipan back to the States with their recordings. Neither had had a bath nor had slept in a bed for two months until they reached the West Coast.

WGN's 20th

WGN Chicago celebrates its 20th birthday with a series of commemorative events for 8 days beginning July 15. A public exhibition of equipment and photographs demonstrating the station's two decades of broadcasting will be located in the lobby of the Tribune Tower and Harmony Hall, the passageway between the tower and WGN studio.

WPB ACTS TO MOVE EXCESS EQUIPMENT

RAY C. ELLIS, director of the WPB's Radio & Radar Division, last week sent a letter to all radio prime contractors and components manufacturers enlisting their support in getting idle, excess electronic components such as resistors, transformers, capacitors, test equipment meters and scarce types of receiving and transmitting tubes back into production to meet 1944 radio requirements.

Accompanying Mr. Ellis' letter was a new WPB form No. 3644 designed to aid in solving the electronic component, shortage problem. In his letter Mr. Ellis pointed out that "restricted items now listed under WPB Priorities Regulation 13, when reported on the Form WPB-3644, will be offered for sale and transfer to other prime contractors holding war contracts, also to the services and to other essential agencies through the Component Recovery Section [BROADCASTING, March 20].

Mr. Ellis stated that the 1944 electronic end equipment problem calls for a 50% increase above 1943's output, which explains why it is vital to recover and utilize excess and idle stocks on hand.

APPEARING ON THE INITIAL broadcast June 24 of KMBC-FM Kansas City were these executives of CBS and CBS affiliated stations (l to r): Craig Lawrence, general manager of KRNT Des Moines; Hugh B. Terry, manager of KLZ Denver; Jerry Taylor, vice-president, and Arthur B. Church, president and general manager of Midland Broadcasting Co., operators of KMBC and KMBC-FM; Howard Lane, CBS director of public relations; William Lodge, CBS chief engineer; and Hugh Feltis, general manager of KFAB Lincoln. The new FM station operates on 1500 w from 6 p.m. to KMBC signoff time and all day Sunday, synchronizing its programming operation to that of the sister station.

Six Correspondents Accredited to ETO

War Dept. Announces Two Already Arrived in London

INDEPENDENT broadcasters are now being cleared in increasing numbers for assignment to the European Theatre, an Army spokesman said last week. Of the six correspondents accredited by the War Dept., at least two have arrived in London. They are Dave Baylor, representing the Richards stations [WGAR Cleveland, WJR Detroit and KMPC Beverley Hills] and Howard Chernoff [BROADCASTING, July 3] of the West Virginia Network [WCHS Charleston, WBLK Clarksburg, WPAR Parkersburg, WSAZ Huntington].

Returning to Europe after being "booted" out of Italy by Mussolini for his writing as a UP Rome correspondent, H. R. Ekins will represent WSYR Syracuse. After reporting to Gen. Eisenhower's Headquarters, Mr. Ekins will proceed to France, and possibly Italy. He joined WSYR last September after 19 years with UP, during which time he has covered Washington, Honolulu, Manila, Shanghai, Tokyo, London, Paris, and several other cities now in the war spotlight.

Mr. Ekins

Mr. Cassidy

Covered Maneuvers

James Cassidy is covering the European operations for WLW. In 1941 he reported numerous Army maneuvers on the air, and has since been in charge of Army broadcasts for WLW. WDFM Indianapolis is sending Gilbert Forbes, news commentator and analyst, and Erwin Gibson Lewis, is the WLS Chicago accredited correspondent.

The radio reporters will stay in the European Theatre for a minimum of 60 days, or a maximum of 90 days according to the War Dept. agreement for accredited regional or local radio correspondents. They will send their stories back by transcription, cable and regular mail.

Video Sponsors Signed

TWO commercial programs have already been contracted by WWL New Orleans for postwar programming on the proposed WWL commercial video outlet for which the station filed application with the FCC several months ago. The sponsors for the video shows are the William B. Reilly Co., distributors for Luzianne coffee, and the D. H. Holmes Co., New Orleans department store.

Announcing

the removal of our New York offices to

501 MADISON AVE.

under the direction of John L. Sinn

Thanks to the following firms for whom we are currently producing the following shows:

Ruthrauff & Ryan	Musical Showcase	Beau Brummell Ties
Kenyon & Eckhardt	The Jack Berch Show	Kellogg's All Bran
Morse International	Songs of Good Cheer	Vick's
McCann Ericksen	Mary Ellen Baker	NBC Bread
Wm. Esty Co.	The Korn Kobblers	Piel's Beer
Parents' Institute	Calling All Girls	Calling All Girls Magazine
Parents' Institute	Parents Magazine of the Air	Parents Magazine
Press Association	Eye Witness News	Associated Press
Press Association	War Correspondent	Associated Press
BBD&O	Old Corral	Ft. Pitt Beer
Ruthrauff & Ryan	Boston Blackie	Lever Brothers
Hershey's Creamery	Manhunt	Hershey's Ice Cream
Lang, Fisher & Stashower	Say It With Music	Carling's Beer & Ale
Mitchell-Faust	They Give Their Lives	Peter Hand Beer

In our new offices our expanded facilities and increased staff will continue to serve these and other clients with intelligently conceived and expertly produced radio and television programs.

NOW IN PREPARATION:

★ THE DAMON RUNYON SHOW ★ HOLLYWOOD QUIZ
★ THE KAY LORRAINE SHOW ★ MYSTERY HOUSE

FREDERIC W. ZIV COMPANY

CINCINNATI NEW YORK HOLLYWOOD

Stations Give Public Service In Hartford Circus Tragedy

Broadcast Appeals for Aid, Official Instructions; Relief Fund Is Being Raised by WDRC

THE STORY of the tragic Ringling Bros., Barnum & Bailey Circus fire in Hartford, Conn., last Thursday afternoon has been told in network newscasts and the press. But the story of public service performed by Hartford's four stations —WDRC WNBC WTHT WTIC— will live for years to come in the hearts of a grateful state and community.

The service drew official commendation from Gov. Raymond E. Baldwin of Connecticut, Mayor William H. Mortensen of Hartford and officials of the Red Cross, police and rescue agencies. From the hearts of hundreds of parents came prayers of thanks when they learned, through radio, that lost children were safe or at least were not dead.

Appeals Broadcast

Within minutes after the first puff of smoke and flames shot skyward from the bigtop the four stations had mobilized for the emergency—not because there was a sensational story, but because they foresaw the job ahead of them. Their first broadcasts were appeals for nurses, doctors, ambulances, station wagons and trucks, ordered to the scene.

They appealed, too, to the public to stay away. Firemen and police were hampered by the panic-stricken circus crowds and screams of the injured. Circus employes worked hard to keep order. The band played. Through it all, however, Hartford's stations thought not of the story, but of helping.

Gov. Baldwin went on WTIC Thursday evening to broadcast an official message. The same statement was carried by the other stations. Mayor Mortensen spoke on two broadcasts from his office, both of them aired by WTHT and WDRC. His statements, too, were read over WNBC and WTIC. There was no competition for "firsts". Hartford's four stations worked as one.

Casualty Lists

Throughout Thursday night they all broadcast casualty lists—the dead and injured. Early Friday morning WDRC asked Mayor Mortensen for his approval to raise a relief fund. He thought it was a good idea and within a few minutes the first appeal went out. Over the weekend WDRC devoted all its sustaining time to appeal for funds.

All of the stations cancelled commercial and sustaining programs alike to perform their services. Late Friday all but some 50 or 60 bodies —those burned beyond recognition —had been identified. The stations planned to continue appealing to families or friends of persons known to have gone to the circus and who had not been located in an effort to identify all the bodies.

WNBC Asks for Aid

Within a few minutes after the fire broke out WNBC personnel was ready to function. No bulletins were broadcast, however, because station officials felt that a bulletin might help to sustain the panic at the circus grounds. The first broadcast, at 3:30 p.m., was an official appeal for volunteer nurses, ambulances and station wagons to go immediately to the scene of the disaster.

Milt Berkowitz, news editor; Bob Mooney and Dick Bronson, announcers, were dispatched to the scene by R. D. Tanner, program director. They came back to the station with eye-witness stories. There was no sensationalism in their copy—straight-forward reporting, with public service foremost in their minds.

"One of our biggest jobs, I think," said Mr. Tanner, "was the aid we gave in helping parents to find lost children and assisting children in finding their parents. We sent our men to the Armory for the official list of injured and dead and broadcast the first casualty list at 10:15 p.m."

At 11 p.m. WNBD did an hour's broadcast, giving casualty lists and summarizing instructions and the story. On Friday the station broadcast a statement by the Ringling Bros. & Barnum & Bailey board of directors.

WTIC Breaks Story

WTIC was the first station in the country to broadcast news of the disaster, according to station officials. At 2:50 Thursday afternoon H. B. Van Beynum, publicity director of the Travelers Insurance Co., whose office is on the 23rd floor of the Travelers Tower, saw a dense volume of smoke ascending skyward in the northern section of the city. He called Tom Eaton, manager of the WTIC newsroom, who in turn called police and learned that the circus tent was on fire. In less than three minutes, WTIC was on the air with a flash about the fire.

Soon after WTIC broadcast its first flash, a steady stream of public service appeals from police, the Red Cross, State and local officials were broadcast as they were re-

(*Continued on page 67*)

FRANK DUNNE, New York announcer, has been signed to a 20th Century-Fox acting contract. First assignment is to handle commentary on "Now It Can Be Told".

TODAY AND TOMORROW

ON WCSC

TODAY WCSC serves Charleston, as it has for 14 years, with a well-balanced schedule of the best in radio. Serves *more* of Charleston's husky audience than any other radio station in town.

TOMORROW WCSC will continue serving the Charleston, S.C., market... ranked as A-1* in its prospects for retaining war-time business gains... after the war!

**Survey by Dr. Hauser, Bureau of Census*

WCSC

CBS

Charleston, S. C.

COLUMBIA NETWORK

Represented Nationally by Free & Peters

WDGY

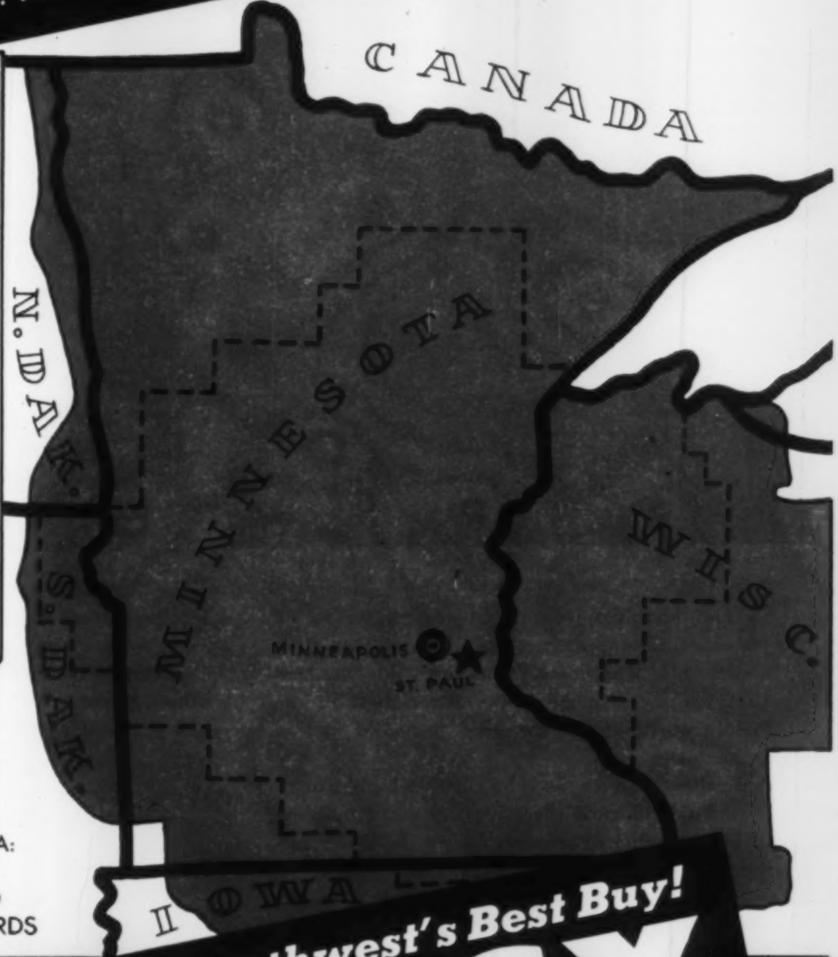
PULLED 96,132 LETTERS WITH BOX TOPS FOR WALDORF CRACKERS IN ONE YEAR

. . . . AND STILL GOING STRONG

FACTS

- No other advertising promotions used
- Account: Manchester Biscuit Co.
- Agency: George Hartman, Chicago
- Program Title: "Stump Us Boys"
- Time: 1:30 to 1:45 P.M. Monday thru Friday
- Type: Contest—Listeners Mail a Box Top and a Song Title and Try to Stump the Band

Many other examples proving the tremendous pulling power of WDGY will be furnished on request—write or wire for details—WDGY, Nicollet Hotel, Minneapolis, 1



▨ RED AREA: SOURCE OF MAIL

DOTTED LINE AREA: PRIMARY COVERAGE BASED ON NAB STANDARDS

The Northwest's Best Buy!

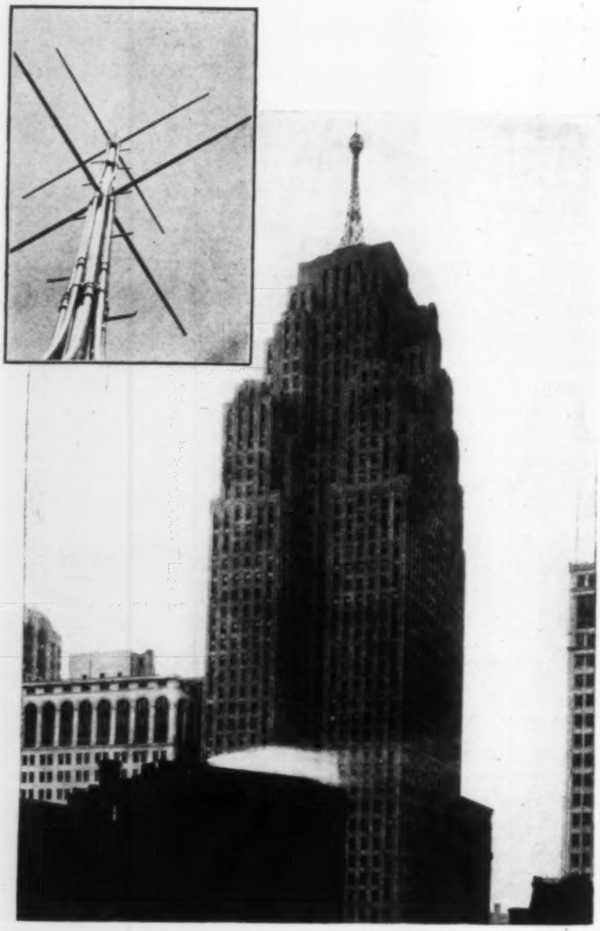
WDGY

NICOLLET HOTEL • MINNEAPOLIS, MINN.

DR. GEORGE W. YOUNG—OWNER AND GENERAL MANAGER

LEE WHITING COM'L MANAGER

NATIONAL REPRESENTATIVES: WILLIAM G. RAMBEAU COMPANY



REL

THE FORERUNNER
OF POSTWAR

HIGH-POWER FM
SKYSCRAPER
INSTALLATIONS

THE first high-power FM transmitter to be installed atop a skyscraper is the 50-kw. REL model 521 equipment, completed in October, 1941 for the Evening News Association in the Penobscot Building, Detroit — first FM station in Michigan.

To those who do not have suitable high ground available, and must therefore use a tall building to obtain sufficient antenna height, WENA (formerly W45D) is of special interest.

Primary power equipment is installed in the basement. The 3-kw. REL driver and the 50-kw. REL amplifier, together with the speech and control equipment, are on the 45th floor, where the studios and offices are located. On the 46th floor are the water circulating pumps, filament motor-generator, and gas tanks for the transmission line. Phasing and matching section for the antenna is on the roof. A 2-bay REL turnstile is mounted above the ball at the top of the tower, as the illustrations show.

This is probably the most difficult installation that any manufacturer of radio transmitters has been called upon to make. To REL engineers, it was another opportunity to apply our unequalled background of experience. The highly successful performance of WENA over a period of nearly three years is proof that the job was well done.

Such is the engineering service available to all purchasers of REL Frequency Modulation transmitters and associated equipment.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Treasury Suspends Records To Appraise Talent, Scripts

Fifth Loan Transcriptions Used by More Than 800 Stations; Barry Wood Wins Citation

FOLLOWING a previous announcement that all activities except special musical numbers have been completed as of the end of the fifth War Loan Drive [BROADCASTING, July 3], the War Finance Division of the Treasury Dept. in a policy statement last week declared it became necessary to let the various Treasury programs lapse to permit a review of available talent, script material, music and other factors.

WFD also pointed out that maintainance of an extensive recording schedule, such as that used in the Fifth Loan, was too heavy a responsibility for interim periods, adding that to continue all of these special transcriptions might serve to impair results from the War Loan drives. Plans are being formulated, however, for the production of recorded programs for release during the Sixth War Loan, tentatively set for late November.

Barry Wood Award

Popularity of the late Treasury disc series is reflected in the number of stations which used them to good advantage. For the series of 48 five-minute sponsorable *Treasury Song for Today* program 858 stations sent requests; the 24 quarter-hour sponsorable *Treasury Salute* programs were used by 875 stations and the special series of four half-hour programs, *Four for the Fifth*, was requested by 844 stations.

Barry Wood, star of the NBC Saturday evening *Palmolive Party*, and known as the "Treasury troubador", was to be awarded a special Treasury citation on that program July 8 by Ted R. Gamble, WFD national director, for his contributions to the Fifth and other War Loans.

As the Fifth War Loan swung into its final week of Bond selling activities toward the $16,000,000,000 quota, stations and networks also brought to a climax their promotion activities. Full report of the radio job will be told later, following receipt and compilation of the necessary data by the NAB, Treasury and other agencies.

A Speed Graphic camera, offered during Dave Elman's *Victory Auction* on WOR New York and Mutual June 24, brought a total of $12,037,900 in War Bond purchases, believed to be the largest Bond sale for any single object auctioned on the radio during the War Loan drives. Camera finally went to a Rochester bank for $8,500,000, with four intervening bidders coming through with their wagers, buying Bonds even though they didn't win the camera. To every Bond bidder for all items offered for sale went a copy of a picture of the Allied invasion on a Normandy beachhead, taken by the U. S. Coast Guard with the Speed Graphic and radioed to New York.

KROW Salutes

Feature of the June 5 New Mexico A & M College half hour program over KOB Albuquerque was the presentation of a script in behalf of the U. S. Forest Service, stressing the purchase of War Bonds and protection of that investment through protection of our natural resources. KOB also reports that the station has sold more than 116 sponsorable Treasury and local programs to promote the Fifth Loan.

The KROW Oakland, Cal. *Berkeleuana* program, sponsored five-weekly by the J. F. Hink & Son Dept. Store, Oakland, had as its theme during the Fifth Loan the presentation of musical salutes to local business firms and war plants for their outstanding War Bond payroll deduction records. Program is also released over KRE Berkeley. Dramatization of the South Pacific battle experience of Phillip (Zeke) Givan, in which he shot a total of 35 Japs, was presented by WLS Chicago on its June 12 *Dinnerbell* broadcast. Governor Schricker of Indiana proclaimed "Zeke Day" on June 20 to honor the local hero and promote the sale of Fifth Loan Bonds.

Cleveland Athletic Club Bond auction, portions of which were aired by WJW Cleveland, helped raise that city's Bond sale total over the $102,000,000 mark. Eddy Cantor was a featured entertainer. St. Louis stations are credited for helping that city go over its $181,665,605 Bond quota eight days before the end of the Campaign. Two performances of the WCKY Cincinnati "Let Freedom Ring" feature at Chillicothe, O., raised a Bond purchase total of nearly $300,000.

KLZ Denver Fifth Loan promotion features have included special broadcasts on the *Victory Theatre* program presented by talent of local Army posts; six-weekly reports on Bond sale progress by Governor John C. Vivian, a Bond slogan contest and remote broadcasts from the "On to Victory" captured enemy equipment exhibit and rally, sponsored by the Denver Chamber of Commerce. A Fifth Loan broadcast of the KLZ *Barn Dance* sold $105,700 in Bonds.

Scribner Visits Macon

WBML Macon, Ga. on June 24 sponsored a Bond rally which featured G.I. talent from Camp Wheeler in addition to Jimmy Scribner and his "Johnson Family" and other talent. More than $168,000 in Bond pledges were totaled. Special hour-and-a-half remote presented by KVEC San Luis Obispo, Cal. from the Monday Club, local women's organization, accounted for the sale of $49,743.75 in Bonds.

A special feature of the WTMJ Milwaukee Bond Drive activities was a two-week series of personal appeals by 125 representatives of 11 different local groups and organizations. Each two or three minute address was aimed at the particular group of the representative speaking and was broadcast at various hours of the day on regular WTMJ programs.

Jerry Strong, early morning m.c. of WINX Washington, was the auctioneer at the Army Air Force "Shot From the Sky" exhibit on the Washington Monument grounds when a wheel assembly from a German Messcherschmidt drew a top bid of $437,000 in Bonds. Ralph Edwards *Truth or Consequences* broadcast rung up Bonds sales of $2,085,000 when that NBC program originated from Raleigh, N. C. through WPTF. A local farmer, whose crops had been burned-out by the draught and who was unable to purchase Bonds from the would-be profits, offered his cherished personal possessions for auction on that program. Items were a year-and-a-half old ham and several boxes of rifle and shot gun cartridges.

COLLABORATION of cheerful competitors for Knoxville's ever increasing sales are: (l to r) John Hard, WBIR manager; Claude Frazier, WROL manager; Polly Leinart, WROL staff; and Harry LeBrun, director of WNOX. All three stations has joined forces in a series of advertisements designed to show Knoxville's increase in sales and service.

WIOD Stage

Inspired by the success of its "Bank Bond Day" feature, WBT Charlotte, N. C. presented each day during the last two weeks of the Fifth Loan a special "County Bond Day", with a different local county sponsoring Bond sales on its particular day in competition with the other counties. Special WBT promotion and facilities were allotted each county. Bond promotion program of WCED DuBois, Pa., *Bonds, Bulletins and Boners*, incorporated Bond appeals with up-to-the-minute news reports and human interest anecdotes of boners, submitted by listeners. $100,000 was the amount of Bonds sold by a half-hour program consisting of a series of local remotes on WNOX Knoxville, Tenn. Among featured remotes were pickups from the elevator of a local hotel, police headquarters, USO center and the cab of a freight engine pulling-out with a load of war products.

Paterson Carnival

WIOD Miami arranged with the local First Federal Savings & Loan Assn. for construction of a War Bond stage beside the loan building on a busy downtown street corner to facilitate presentation of daily Bond promotion activities by local organizations. WIOD loaned public address and other facilities in addition to talent and program direction.

WPAT Paterson, N. J. in conjunction with the Passaic County War Finance Committee and local Chambers of Commerce on July 8 helped stage and broadcast a giant "Invasion Carnival" to offer thanks for the success of the invasion landings, prayers for the outcome of European military operations and to celebrate the completion of the Fifth Loan.

As a dual celebration of the first year aboard radio Naval Training Schools, Chicago, and the Fifth War Loan, 37 WAVES and radio technicians took over facilities of WBKB Chicago on July 4 for a television presentation written, produced, directed and acted by the technicians and WAVES. Illustrating value of Radio Tech training as a postwar potential, the Navy program included Alvino Rey, electric guitarist, and Lt. Orrin Tucker, orchestra leader now stationed at Navy Pier, Chicago.

Purely PROGRAMS

AS OFFICIAL radio program of the Maritime Commission and the War Shipping Administration, designed to recruit experienced seamen for the merchant fleet, *Men at Sea*, weekly half-hour Sunday feature, will be heard on NBC for seven weeks beginning July 16. Again heard in the 6:30 p.m. period vacated for the summer by *The Great Gildersleeve*, the series presents dramatizations based on the experiences of men and ships, drawn from authentic government records, with names and places altered to conform with security regulations.

* * *

Blue Program Feature

A CHILD'S appeal to Isabel Manning Hewson, writer of the Blue Network program, *The Land of the Lost*, started a plan initiated on the program July 1. Closest duplicates of toys lost by children will be obtained by the Blue Network each week for seven children writing the best reasons for getting them back. Offer will be made on Saturday broadcasts and on repeat broadcasts heard Tuesdays. Repeat broadcasts are a new feature of the program in response to adults who have found an avenue of escape in the children's shows.

* * *

Negro Series

IN COOPERATION with the City-Wide Citizens Committee of Harlem, WMCA New York is presenting a series of programs of American Negro folk songs by a Negro choir. Presented in cooperation with the Writers' War Board and the Radio Directors Guild, as was *New World A'Coming*, which it replaces for the summer, the series is intended to interpret the Negro's reactions to life as expressed in song.

* * *

WIP Cash Show

NEW CASH award show on WIP Philadelphia is *Sun Ship Question Man*, sponsored by Sun Shipbuilding Co. and broadcast thrice weekly. Another new WIP program is titled *Easy Does It*, which gives helpful hints to housewives, with cash prizes awarded for suggestions used. Program is sponsored thrice weekly by William H. Montgomery Co. under the trade name of Montco.

* * *

Navy Show

WRITTEN, produced and presented by Navy personnel—most of whom were associated professionally with radio before entering the service—*On Target*, new bluejacket half hour transcribed program, is now heard Saturday on WBBM Chicago. Dramatic sketches and messages of inspiration to our allies and the United Nations are presented.

* * *

WINS Salute

WINS New York has started a weekly half-hour salute to city, town or borough within the station's primary area. First program hailed the 30th anniversary of one of New York's counties, featuring vocalist, Navy hero, and OPA and Board of Trade chief, all from the community itself. Included was a narrative of the county's historical background.

WBIG Drive

IN A campaign to reduce absenteeism, WBIG Greensboro, N. C., is cooperating with the Mayor's War Service Committee by airing three daily spot announcements to workers in the city reminding them to report for their next working shift. Spots are followed by a series of five-minute dramatic skits, *To Whom It May Concern*, depicting the heroic deeds of our fighting men and their sacrifices for those on the home front.

* * *

Interviews

PROGRAM titled *U. S. and You*, originating from Washington, has been renewed for a second 13-week series by WMAZ Macon, Ga. Designed to enable the people in Georgia to hear their friends and relatives in Washington war jobs, each week's program features a member of Congress or a Government official from the state in addition to brief interviews with Georgians employed in the National Capital.

* * *

Critics Views

INSTEAD of reviewing current motion pictures and radio programs, Ona Munson reads what critics say during her weekly quarter-hour digest, *Ona Munson in Hollywood*, which has been started on CBS Pacific stations.

* * *

Education Series

DRAMATIZING community educational problems, *Schools at War*, new series now heard over WCCO Minneapolis, is presented in cooperation with the Minnesota Education Assn. Program is heard daily, 6:45 p.m.

* * *

From Canteen

FROM the Hollywood canteen, MBS presents ***What's the Name of** that Song*, weekly half-hour program in which members of the studio audience are asked to identify songs suggested by radio listeners.

Warrior Writers

DRAMATIC PORTRAITS of combat correspondents serving with the United States Marine Corps are presented in a series of quarter-hour programs started June 29 on WNEW New York. Master Tech. Sgt. Gene Ward, former *New York Daily News* sport writer and columnist and now a combat correspondent, is m.c. The series entitled *Combat Correspondent*, dramatizes the fighter-writers who go into battle with the leathernecks.

* * *

Farm Service

IN SYRACUSE, N. Y., WFBL is presenting a new morning farm program 6:40-7:25 daily with Bob Connell giving vegetable and fruit packers the latest morning prices in remote pickups from his market office. Program consists of farm chatter and music immediately following the 6:40 a.m. sign-on, and includes a three-day harvest weather forecast from the Albany weather station.

* * *

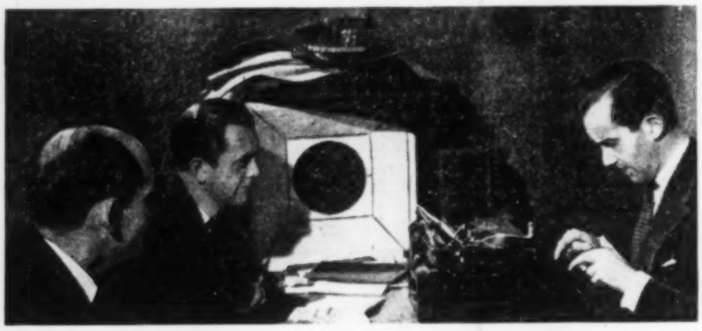
Labor Forum

SERIES of weekly Tuesday evening roundtable discussions titled *Industrial Relations Forum* has been started by WEEI Boston with high-ranking representatives and leaders of capital and labor discussing such topics as "Who's to Blame for Absenteeism?". Richard P. Doherty, professor of business economics at Boston U., acts as moderator for the series.

* * *

KLZ Feature

LATEST public service program of KLZ Denver is *Foreign Reporter*, a series of broadcasts given in cooperation with the U. of Colorado, the Rocky Mountain Radio Council and the Foreign Policy Assn. of New York, reports of which are used to prepare the scripts. Program features Dr. Stuart Cuthbertson of Colorado U.



Official U. S. Navy Photograph

WAR RECORDINGS just received from U. S. warships off the coast of Normandy are played over the loudspeaker in the SHAEF newsroom in London while Edward R. Murrow (right), European director of CBS, types out his next broadcast. Also listening to the film recordings are Lt. Comdr. Don Miller (left), USNR, SHAEF naval censor; Lt. James Shattuck, USNR radio officer, European area, formerly of CBS.

Soldiers' Wishes

CAMP GRUBER, Oklahoma, has its own weekly, half-hour program *Behind the Dog Tag* on KVOO Tulsa, Sunday 3:30 p.m. (CWT). The program airs the wishes of Gruber soldiers after the wisher works for it in a comedy assignment. One soldier was granted his wish to be mayor of Tulsa for a day and many wishes are fulfilled by listeners. Cpl. Allen Funt is originator and producer of the series.

* * *

CJBC Recitals

YOUNG CANADIAN artists whose ability as students has been outstanding and for whom a future in music is predicted, are heard in two half-hour piano recitals weekly on CJBC Toronto. Each of the young pianists does a series of three broadcasts. Programs are aired Sunday and Wednesday evenings during the summer months.

* * *

New on WWL

TWO NEW PROGRAMS on WWL New Orleans, in keeping with the times, are *D-Day Plus*, a dramatic chronology of war front events since the invasion's start, and *World of Tomorrow*, a 15-minute dramatization of things to come.

* * *

AAF Program

BLUE Network on July 9 started *AAF Symphonic Flight* as a half-hour weekly program, combining music by an AAF concert orchestra, with six-minute transcribed pickups from London. Army Air Forces men in England answer questions submitted by their buddies in this country.

* * *

Mistake Skits

MEMBERS of the studio audience are invited to find mistakes in skits presented on *Finders Keepers*, five-weekly-half-hour NBC program. Cash prizes are given for each error discovered.

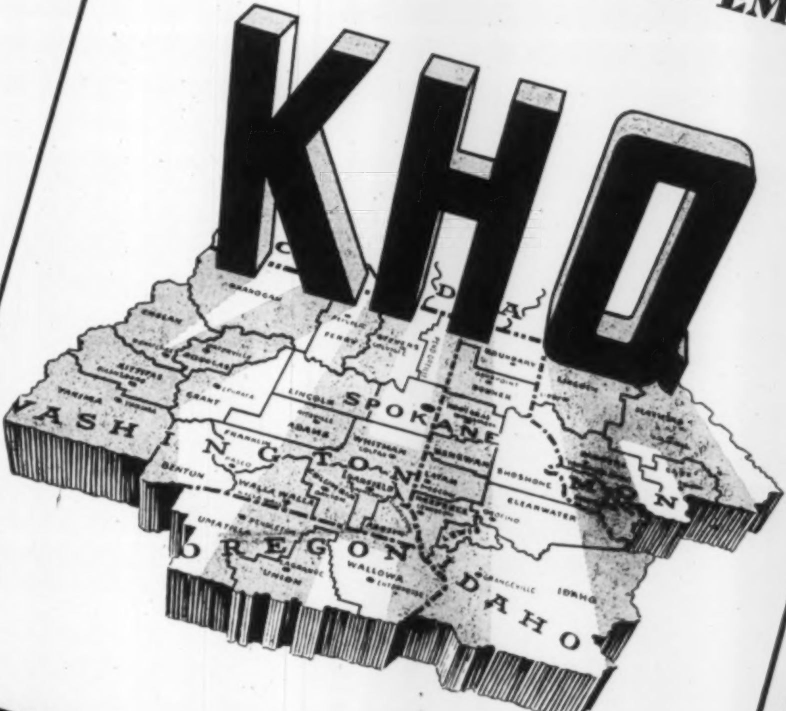
CAMPAIGN CARAVAN

Col. Barton Gets Arkansas Votes With Opry Unit

IF ARKANSAS voters send Col. T. H. Barton to the Senate instead of returning Mrs. Hattie W. Caraway, it will be proof of the potency of hillbilly entertainers as political campaigners, according to Max Reid, the Colonel's campaign manager. Col. Barton, president of Lion Oil & Refining Co., has enlisted the campaign support of the Jamup and Honey Mobile Unit No. 1 of the WSM-NBC *Grand Ole Opry* on a tour of Arkansas in a modern, streamlined motor caravan.

Col. Barton, a native of Texas, said he hired the WSM *Grand Ole Opry* traveling show to give the citizens of his adopted state a morale boosting wartime experience and not because he felt the need of showmanship. Members of the oil magnate's entourage include a masseur, a barber and countless secretaries, clerks and stenographers. Radio commentators describe the tour as one of the most potent political campaigns in the history of a state where politics is a rugged calling. From 3,000 to 7,000 persons have already greeted the troupe in each of 11 Arkansas towns.

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE


KHQ
WASHINGTON
SPOKANE
OREGON
IDAHO
MONT
LINCOLN
ADAMS
WHITMAN
FRANKLIN
GRANT
KITTITAS
YAKIMA
BENTON
WALLA WALLA
UMATILLA
UNION
WALLOWA
SHOSHONE
CLEARWATER
DOUGLAS
CHELAN
OKANOGAN

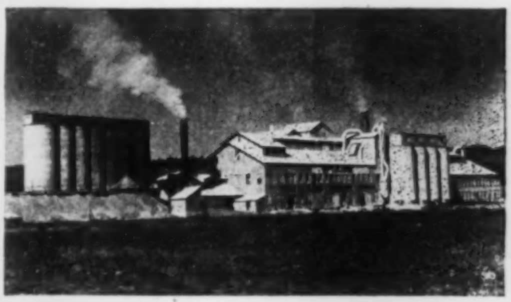
5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



Cement so good they use it themselves. A large part of Grand Coulee Dam's 10,500,000 cu. yds. of cement came from this Inland Empire plant. One of many *diversified* industries that skyrocketed Spokane's Building Permits to over $12,000,000—11th highest in the nation and an increase of 126.75% over '42. Your sales, too, skyrocket when your message completely covers the Inland Empire at the cost of only one medium—KHQ.

MAINE CHANCE *for* SPONSOR!

BECAUSE Richard Hallet is an authority on Maine folklore and an accomplished story teller. . . .

BECAUSE he has had some of the most amazing adventures ever heard on land or sea. . . .

BECAUSE he is a well-known author, columnist, speaker, and raconteur and handles every subject—whether it be news, whaling vessels, the Red Cross, Maine salvage drives or his own memoirs (i.e. jacking rabbits in Australia—a trip in a Jap fishing boat—writing such books as THE LADY AFT and THE ROLLING WORLD) in a manner unique, virile, and absorbing! There are thousands of people in WGAN's listening area who can hardly wait till Wednesday nights at 7:45 to hear MAINE TIDE RIPS (which is to say that Richard Hallet's program is really *something* and has been so for a year and a half!).

LISTENERS in 14 Maine Counties, and 1 in New Hampshire are ardent followers of MAINE TIDE RIPS, thereby providing a Golden Opportunity for some lucky Sponsor to tap a rich market. If *you're* interested, write today!

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

INVADERS HEAR ALLIED STATIONS

American Forces Network with BBC, CBC, Beams Entertainment to Troops

Radio is playing an important part in the Western Europe invasion. Now in full swing, the Allied Expeditionary Forces Service provides broadcasts 17 hours daily to Allied troops in France. The following article, from American Forces Network, tells of the AFN's part in the AEF program and of its growth in a year.

WHEREVER Allied troops go in the European liberation campaign, their favorite radio programs go along—by air. The Allied Expeditionary Forces Service program, which began operations June 7 [BROADCASTING, June 12], now is under full schedule of 17 hours daily, beamed directly to the Allied troops participating in the invasion and from reports reaching Supreme Headquarters, Allied Expeditionary Forces, London, this broadcast service has been a Godsend during brief moments of relaxation.

Known as the AEF Program of the BBC, the service is a cooperative enterprise of the American Forces Network, which observed its first anniversary on July 4; the BBC and the Canadian Broadcasting Corp. Originating at one of the most powerful transmitters in the British Isles, this new 17-hour-a-day service will supply entertainment and news coverage for some time to come as Allied troops move toward Central and Northern France.

60 Hours Weekly

A combination of the best British, American and Canadian programs, augmented by many hours of special programs each week, the broadcasts incorporate an Anglo-American-Canadian flavor. The American Forces Network supplies 60 hours weekly of American programs to the Allied Expeditionary Forces Service. In addition it continues to operate its own service in the United Kingdom, supplying blanket coverage to American troops still stationed in England, Scotland, Wales and Northern Ireland.

AFN was born July 4, 1943, when 40 hours of broadcasting per week was carried on over five low-powered transmitters. Today AFN is using 51 transmitters to broadcast 93 hours weekly. Its staff has grown to 135 enlisted men and women (seven WACS) and seven officers. Operating transmitters in the field are 100 enlisted men, while the 35 stationed at AFN headquarters handle production, announcing, writing, platter-turning and acting for both the AFN and the American portions of the AEF.

In charge of AFN is Maj. John S. Hayes, former assistant to the vice-president of WOR New York. Shortly after his call to active duty as a reserve lieutenant, prior to the war, he was assigned to public relations in the Quartermaster General's office, Washington. Capt. Robert M. Light, Maj. Hayes' executive officer, was a peacetime radio writer and producer. Lt. Jack London, administrative officer, was an announcer before the war.

The new AEF program is on the air from 5:55 a.m. until 11 p.m. daily, while AFN provides programs from 10 a.m. to 11 p.m., Monday through Saturday, and from 8 a.m. to 11 p.m. Sunday.

Col. E. M. Kirby, chief of the War Dept. Bureau of Public Relations Radio Branch, now on detached duty overseas, is Director of Broadcasting Service, SHAEF, and as such is liaison officer between Supreme Headquarters, the AFN and the BBC. Maurice Gorham, former director of the BBC North American Service, is director of the AEF Program.

WJW Will Air Rams

CONTRACT to broadcast the Cleveland Rams, professional football games, for the 1944 and 1945 seasons has just been signed by WJW Cleveland, according to William O'Neil, president of WJW, and Charles F. Walsh, assistant to the president of the Rams. First game will be played Sept. 5. The remaining 11 games will be played Sunday afternoons, with WJW broadcasting directly from Buffalo, Washington, Philadelphia, Chicago, Detroit, Green Bay and Pittsburgh. Earl Harper, sports director of WJW, will handle play-by-play descriptions. For 10 years he has covered college and professional games for Atlantic Refining Co.

WINS to Air Tigers

WINS New York has acquired exclusive broadcast rights in New York for the Brooklyn Tigers football games. Out-of-town games will be covered from ticker reports. Schedule gets underway Oct. 8, when the Tigers meet the Detroit Lions in Detroit. Don Murphy and Stan Lomax, sportscasters, are expected to handle the broadcasts. No sponsor has been reported to date.

KNEW HIM WHEN

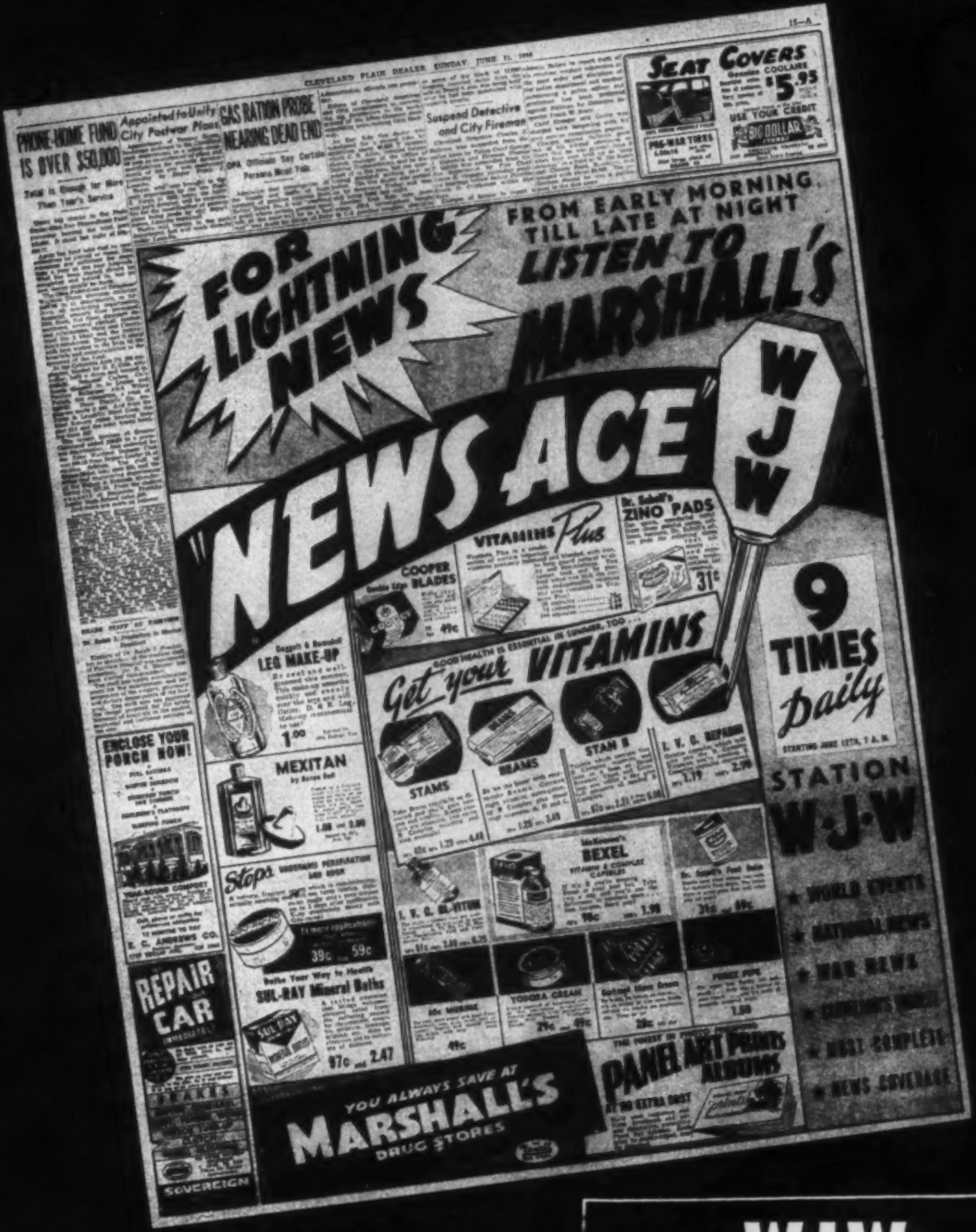
WSAM Visits Owosso, Mich., Dewey's Birthplace

WSAM Saginaw, Mich., did a "grass roots" job in its spot news coverage of the GOP nomination of Thomas E. Dewey. The station went right to Dewey's birthplace, Owosso, Mich., and interviewed leading celebrities—the only station to conceive the idea. Owosso is in the primary area of WSAM.

Bob Phillips, WSAM manager, interviewed, among others, the attending physician at the birth of the Republican nominee, the mayor, Circuit Judge, Secretary of State, Secretary of the Chamber of Commerce, wife of the Republican county chairman, president and founder of the first "Dewey for President" club, an Owosso aviator, and Gov. Dewey's cousin.

OHIO'S NEW HIGH IN NEWS CASTING!

WJW SELECTED EXCLUSIVELY FOR THIS RECORD BREAKING CONTRACT IN CLEVELAND!



15—A

CLEVELAND PLAIN DEALER, SUNDAY, JUNE 11, 1944

PHONE-HOME FUND IS OVER $50,000

Total is Enough for More Than Year's Service

Appointed to Unity City Postwar Plans

GAS RATION PROBE NEARING DEAD END

OPA Officials Say Certain Persons Must Talk

Suspend Detective and City Fireman

SEAT COVERS

Genuine COOLAIRE

$5.95

USE YOUR CREDIT

BIG DOLLAR

PRE-WAR TIRES

FOR LIGHTNING NEWS

FROM EARLY MORNING TILL LATE AT NIGHT LISTEN TO MARSHALL'S "NEWS ACE"

WJW

9 TIMES Daily

STARTING JUNE 12TH, 7 A. M.

STATION W·J·W

★ WORLD EVENTS

★ NATIONAL NEWS

★ WAR NEWS

★ MOST COMPLETE

★ NEWS COVERAGE

VITAMINS Plus

COOPER Double Edge BLADES

49c

Dr. Scholl's ZINO PADS

31c

Daggett & Ramsdell LEG MAKE-UP

1.00

MEXITAN

1.00 and 2.00

GOOD HEALTH IS ESSENTIAL IN SUMMER, TOO . . .

Get your VITAMINS

STAMS

BEAMS

STAN B

I. V. C. REPAIRIN

3.19

2.98

McKesson's BEXEL

VITAMIN B COMPLEX CAPSULES

98c

1.98

I. V. C. BL-VITUM

31c and 49c

Stops UNDERARM PERSPIRATION AND ODOR

39c

59c

Bathe Your Way to Health SUL-RAY Mineral Baths

97c and 2.47

YODORA CREAM

29c and 49c

1.00

49c

ENCLOSE YOUR PORCH NOW!

YEAR-ROUND COMFORT

E. C. ANDREWS CO.

REPAIR CAR IMMEDIATELY

BRAKES

SOVEREIGN

THE FINEST IN PHOTO

PANEL ART PRINTS ALBUMS

AT NO EXTRA COST

YOU ALWAYS SAVE AT MARSHALL'S DRUG STORES

BASIC
Blue Network

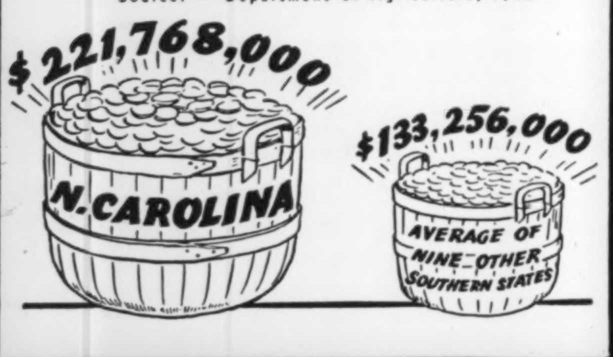
WJW 850
CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY REED COMPANY

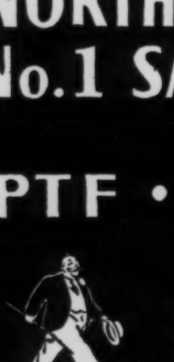
NORTH CAROLINA
IS THE SOUTH'S
No. 1 AGRICULTURAL
STATE

CASH INCOME AND GOVT. PAYMENTS
Source: — Department of Agriculture, 1940



WPTF
(CARRYING N. B. C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No. 1 SALESMAN

WPTF • RALEIGH



FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

CORRESPONDENTS AT CONVENTION

FOLLOWING is the list of radio personnel accredited by the Democratic National Committee and Radio Correspondents Assn. to the Democratic National Convention. [Those in brackets have been assigned seats in the Radio News Gallery, of which D. Harold McGrath, Senate Radio Gallery superintendent, will have charge, assisted by William Vaughan, acting House Radio Gallery superintendent]. Others will be given white badges entitling them to range of Chicago stadium, except the platform. Only the four major networks will have access to the platform to handle regular daily broadcasts of proceedings.

NETWORKS

BLUE—[Earl Godwin, William Hillman, Ray Henle, Martin Agronsky, H. R. Baukhage, Drew Pearson, Pauline Frederick, Henry J. Taylor, Harry Wismer, Leon Henderson, Bryson Rash]. Edward J. Noble, Mark Woods, Edgar Kobak, Kenneth Berkeley, G. W. Johnstone, Raymond Gram Swing, Helen Buchalter, John J. Madigan, George O. Milne, Thomas J. Dolan, W. Trevarthen, P. Simpson, I. Garto, F. Walworth, C. M. Hutson, E. R. Borroff, Merritt R. Schoenfeld, James L. Stirton, Gene Rouse, E. C. Horstmann, Eli Henry.

BBC—[Anthony Wigan, William Newton, Clement Fuller]. Anette Ebsen, John Salt, Stephen Fry.

CBS—[Bill Henry, Francis Douglas, W. R. Wills, Katherine Darst, Quincy Howe, Wallace Sterling, Cedric Adams, James Cruisenberry, Alvin Steinkopf, Gene Reed, Earl Horrigan, Robert Hurleigh, Ruth Ashton, Hildegarde Gauss, Shep Chartoc, Al Bryant, Rocco Padulo]. Paul Kesten, Earl Gammons, Paul W. White, William J. Slocum Jr., Robert Trout, John Charles Daly, Harry Flannery, Henry Grossman, David Davis, Benjamin Russ, George Crandall, Arthur Perles, Richard Fernald, Walter Seigel, Corinne Martin, Robert S. Wood, Earl James, John M. Whitman, Ethel Kirsner, Helen Sioussat, John Harrington, Arthur Casey, A. E. Joscelyn, Jack Burnett, James Beloungy, H. Leslie Atlass, J. L. Van Volkenburg, Walter Preston.

MUTUAL—[Leo Cherne, Wick Evans, Ted Granik, Cecil Brown, Mrs. Raymond Clapper, Upton Close, Fred Morrison, Julia Maddox, Alexander Griffin]. W. E. MacFarlane, E. M. Antrim, Miller McClintock, Theodore C. Streibert, William B. Dolph, Benedict Gimbel, Madeline Ensign, Tom Slater, A. Opfinger, Lester Gottlieb, John Whitmore, Frank Schreiber, M. H. Newton, Robert Irving, Bruce Hayward, George W. Lang, Clyde White, Jay Ferree, Robert Siebold, Karl Michael, James Buckley, John Brickhouse, John Holbrook, Dale O'Brien, Thomas Foy, Stanley Kramer, James Hanlon, A. C. Kaufman, River Beaman, Alice Lewis, Walter Compton, Maxine Davis, Lewis Allen Weiss, Marie Tessman, Adolph N. Hult, Carroll Marts, Marcia Winn.

NBC—[Irene Kuhn, Albert Dale, John McKay, Sidney Eiges, Ben Gross, Joseph Meyers, Burroughs Prince, John Cooper, Don Hollenbeck, Adolph Schneider, Marshall Smith, Lowell Thomas, Louis Sherwin, Mary Davis, Electra Ward]. Niles Trammell, Frank Mullen, Frank M. Russell, William F. Brooks, Ann Gillis, Carleton Smith, Richard Harkness, Thomas E. Knode, H. V. Kaltenborn, Ben Grauer, Robert St. John, George McElrath, G. Hastings, A. Poppelle, Sid Desfors, Everett Bragdon, J. A. Weiss, John A. Hilton, Harry A. Woodmen, Suzanne Cretinon, Don Fischer, Kenneth Banghart, William McAndrew, Morgan Beatty, James Boozer, Bertha Prasse, Harry C. Kopf, H. C. Luttgens, F. C. Schnepper, H. D. Royston, C. A. Cabasin, H. R. Maule, M. W. Rife, G. J. Devlieg, F. E. Golder, W. Schooley, A. E. Scarlett, B. F. Fredendall, W. F. Lanterman, T. E. Schreyer, John Thompson, John Erp, Baskett Moses, William E. Drips, Jules Herbuveaux.

WEST VIRGINIA NETWORK—[Malvina Stephenson].

YANKEE NEWS BUREAU (serving Yankee Network, WJW Cleveland and other stations)—[J. R. Reed, Robert Meyers]. Stanley Peyton.

INDIVIDUAL STATIONS

IOWA BROADCASTING CO. (Cowles stations, KSO KRNT WMT)—[Joseph V. Ryan, Stanley Dixon]. Sid Pearlman, George Suderman, John Irwin, Glen Law, Dick Burris, Doug Grant.

KDKA Pittsburgh—[Donald B. Hirsch].

KGER Long Beach, Cal.—[C. Merwin Dobyns]. Evalyn Dobyns.

KGFW Lincoln, Neb.—[George W. Kline].

KHJ Los Angeles—[Upton Close]. Also accredited to MBS.

KMA Shenandoah, Ia.—[Earl E. May, Owen Saddler].

KMOX St. Louis—[Francis Douglas, W. R. Wills, Katherine Darst]. Also accredited to CBS.

KMPC Los Angeles—Served by Washington News Bureau.

KNX Los Angeles—[Dr. Wallace Sterling]. Also accredited to CBS.

KOMA Oklahoma City—[Kenyon Brown, Bill Bryan].

KPAS Pasadena, Cal.—[J. Frank Burke]. Laura K. King.

KPRO Riverside, Cal.—[W. L. Gleeson].

KSD St. Louis—[George M. Burbach]. One reservation unassigned.

KSTP Minneapolis-St. Paul—[John J. Verstraete]. Walter Miller.

KTMS Santa Barbara, Cal.—[Marshall Keig]. Louis F. Kroeck.

KUOA Siloam Springs, Ark.—[Storm Whaley].

KWK St. Louis—[Ray E. Dady, William Amundson].

KXOK St. Louis—[C. L. Thomas].

WAAF Chicago—[George S. Himebaugh]. John D. Stanley.

WBBM Chicago—[James Cruisenberry, Alvin Steinkopf, Gene Read, Earl Horrigan, Robert Hurleigh]. Also accredited to CBS.

WBNS Columbus, O.—[Jack Price]. W. I. Orr.

WCBI-WELO Columbus-Tupelo, Miss.—[Joe Slaughter].

WCCO Minneapolis-St. Paul—[Cedric Adams]. A. E. Joscelyn. Also accredited to CBS.

WCFL Chicago—[Hugh Douglas].

WEBR Buffalo, N. Y.—[Cy King]. Paul E. Fitzpatrick.

WGAR Cleveland—[Ralph Worden]. Also served by Washington News Bureau.

WHBF Rock Island, Ill.—[Leslie C. Johnson].

WICA Ashtabula, O.—[Alfred B. Newkirk]. Walter Walrath.

WIND Chicago—[Fred Willson].

WING Dayton, O.—[Ronald B. Woodyard]. One reservation unassigned by station.

WINS New York—[Guenther Reinhardt].

WIP Philadelphia—[A. C. Kaufman]. Benedict Gimbel.

WITH Baltimore—[Ian Ross MacFarlane]. Louise MacFarlane.

WIZE Springfield, O.—[Reggie Martin].

WJJD Chicago—[Robert R. Hansen].

WJR Detroit—[George Cushing]. Also served by Washington News Bureau.

WLAV Grand Rapids, Mich.—[Richard F. Connor]. Roy Kelly.

WLS Chicago—[Julian Bentley, Ervin Lewis, Arthur C. Page]. Harold A. Safford.

WLW-WSAI Cincinnati—(Gilbert W. Kingsbury, George Gow, Arthur Reilly, Jack Beall) William Barlow, James D. Shouse, M. R. Hackett, Gordon Graham, E. K. Bauer, David Conlon.

WMAL Washington—[William Neel]. Kenneth Berkeley. Also served by Washington News Bureau.

WNAX Yankton, S. D.—[White Larson, Art Smith].

WOL Washington—(Ted Granik, Mrs. Raymond Clapper, Fred Morrison) William B. Dolph, Madeline Ensign. Also accredited to MBS.

WOR New York—[Leo Cherne, Wick Evans]. Also accredited to MBS.

WOV New York—[Thomas B. Morgan].

WOW Omaha—[O. M. Ingoldeby]. Mike M. Meyers.

WRJN Racine, Wis.—[Harry Lepoidevin].

WROK Rockford, Ill.—[William R. Traum]. James W. Rodgers.

WSPA Spartanburg, S. C.—[Walter J. Brown].

WTMJ-WMFM Milwaukee—[Jack E. Krueger].

WTAD Quincy, Ill.—[W. Emery Lancaster].

WTCN Minneapolis-St. Paul—[Two reservations, unassigned by station].

WSOY Decatur, Ill.—[Charles F. Bruce]. One reservation unassigned.

RADIO NEWS SERVICES

ASK WASHINGTON—[Merlin Stonehouse]. Hugh Grauel, Eleanor Block.

PRESS ASSN. (AP radio wire)—[Joe H. Torbett, James Bormann].

TRANSRADIO PRESS—[Rex Goad, Betty Lersch, Ann Corrick, Harold Parr, Dan Williams]. Milton Fishman.

WASHINGTONN NEWS BUREAU (serving WJR WGAR WMAL KMPC)—[George Cushing, Ralph Worden, William Neel].

MARCH OF TIME—Two reservations unassigned.

... WLAC, NASHVILLE'S 50,000 WATT CBS STATION, PULLED 40,223 $1.00 ORDERS IN 52 WEEKS...

Represented Nationally by the Paul H. Raymer Co.

WWVA Declares a

BONUS

Over a 12-month period WWVA averaged commercial mail from 37 states—that's a bonus of 32 over our basic primary area states of Pennsylvania, West Virginia, Ohio, Maryland and Virginia!

And this generous coverage bonus is typical of the many premiums you receive when you use WWVA's productive—

50,000 WATTS

They get out!
They get attention!
They get results!

ASK A JOHN BLAIR MAN

BASIC BLUE

WWVA
50,000 WATTS
WHEELING, W.VA.

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

Postwar Shortwave Fight Looms

(Continued from page 11)

in a letter to BROADCASTING (June 29), termed point-to-point transmission as "narrowcasting".

Based on years of study and experience, Mr. Cohan urged private operation of "high-powered" international shortwave stations on a high plane. He contended that American free enterprise can perform outstanding world service through international broadcasting "unhampered by the restrictions of political censorship".

One plan, reported to be under study, would involve an international agreement whereby each nation would be allocated one frequency for a single powerful shortwave station. In America, proponents advocate programming and operation by private industry. They point out that such a method would provide the U. S. with an outstanding international radio voice. By limiting each of the large number of countries interested in shortwave broadcasting to a single powerful transmitter operating on one frequency, a large portion of the spectrum would be freed for development of other services.

Still another contention is that because of limited frequencies, each nation should be restricted to a certain number of shortwave stations, with those in America to be operated by private enterprise, under licenses granted on a merit basis. When the Government wishes to get across its views on some important world problem, time could be leased from the stations.

Donated Time

Broadcasters, on the other hand, are understood to be ready to offer without charge any time necessary for the U. S. to make its views known. They point to the hundreds of hours donated to the war program by AM stations and to the readiness to clear time for the President when he wishes to address the American people. By the same token they would gladly offer their facilities to the Government in world affairs, but the interests which have invested hundreds of thousands of private dollars to develop shortwave broadcasting feel that Government encroachment would amount to confiscation without justification.

It is generally agreed that international broadcasting in the postwar period must be of a higher type than that of prewar experimental days, else listening audiences will be infinitesimal. Even today, with America's transmitters operating on a 'round-the-clock' basis, unofficial estimates place listening audiences, aside from possible undergrounds in enemy occupied territories, at less than 10,000 the world over.

Success of international broadcasting necessarily will hinge on three important factors, granting that it will be continued with or without Government supervision: (1) Receiving sets easily tuned in without fishing (preferably pushbutton); (2) programs of such high type that owners of shortwave sets will want to tune in; (3) stronger signals than those generally used prior to the war.

While the State Dept. Committee continues its study, the problem of international communications is expected to become a factor in the campaign, in light of the "free radio" plank adopted by the Republican National Convention and in view of similar action contemplated by the Democratic National Convention.

ACA NEGOTIATIONS BEGUN WITH WABF

NEGOTIATIONS are under way between American Communications Assn., CIO, and WABF New York, FM station owned by Metropolitan Television Corp., following an NLRB election giving the ACA the right to represent the station's engineers, announcers and program staff in collective bargaining. Union demands submitted to the station include provisions for job security, closed shop, hiring through union hall, sick benefits, vacations with pay, etc. Following an initial meeting, WABF management is preparing a counter schedule which will be presented to the ACA at the next meeting.

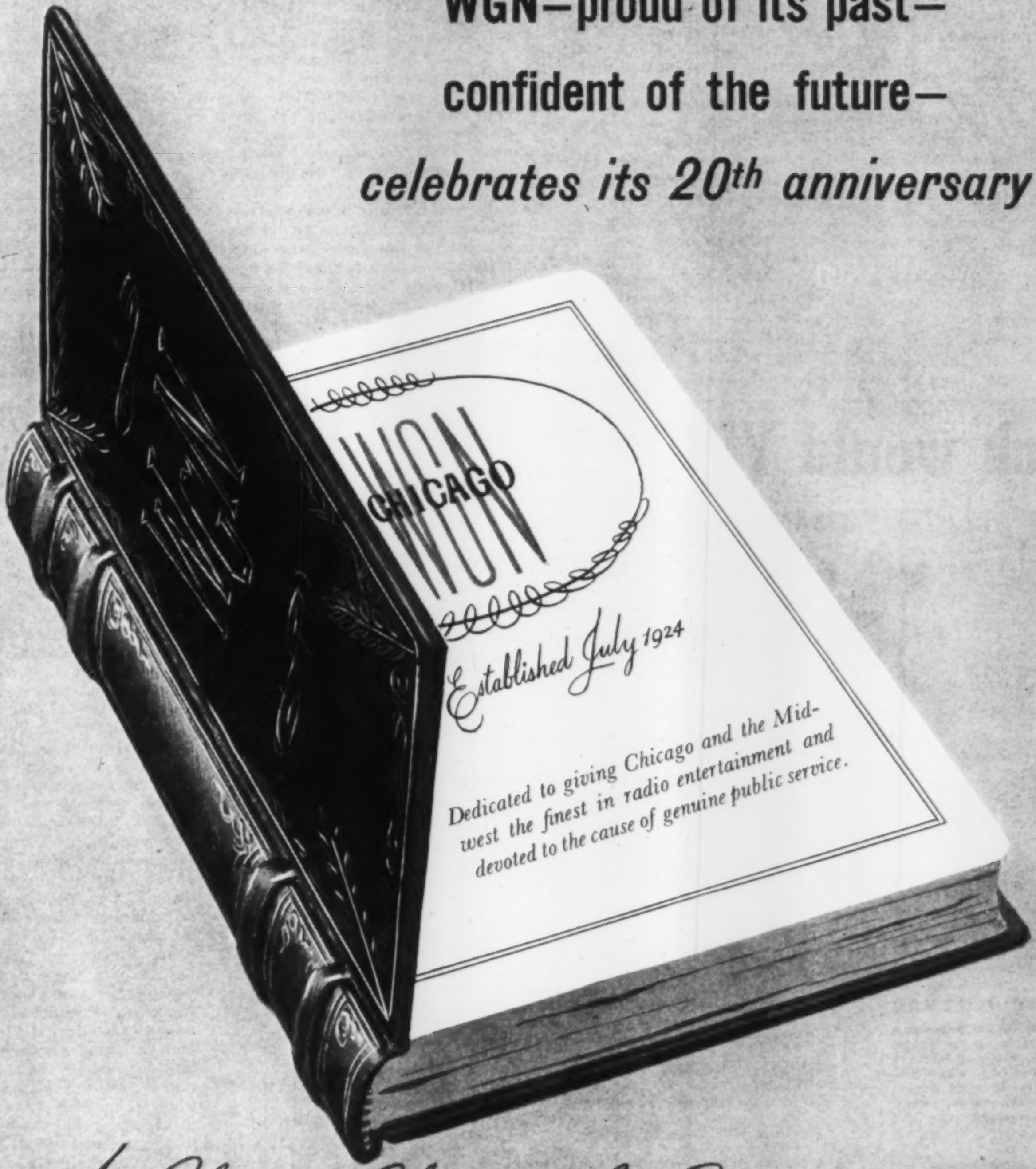
ACA is also negotiating a renewal contract at WCAO Baltimore, where station and union have already agreed that any wage increases will be retroactive to May 2, 1944, ACA reports. Union has petitioned the NLRB for recognition by WBRE Wilkes-Barre whose management, according to ACA, has taken the position that it is not engaged in interstate commerce and therefore is not subject to NLRB jurisdiction.

Union is awaiting the calling of a hearing of its dispute with KYW Philadelphia, which has been certified to the War Labor Board. In that city ACA is also drafting demands to be submitted to WIP for a renewal contract, with any increases retroactive to the expiration of the present agreement, July 17.

Sees British Trend

PUBLIC opinion in Britain "indicates a growing tendency to favor the type of radio program made possible by commercial broadcasting," Lorimer B. Slocum, director of foreign offices of Young & Rubicam, said in an address to the Export Advertising Assn. in New York. Mr. Slocum said the number of advertising agencies in England has been reduced from 500 before the war to 300 or less and that advertisers must "wait their turn".

WGN—proud of its past—
confident of the future—
celebrates its 20th anniversary



Established July 1924

Dedicated to giving Chicago and the Midwest the finest in radio entertainment and devoted to the cause of genuine public service.

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

SCR 499 Goes into Rome with Troops To Broadcast Liberation of the City

By LT. CARL ZIMMERMAN

ALLIED FORCE ADVANCE PRESS HEADQUARTERS, Italy —When Rome was liberated, radio was there.

Lt. Zimmerman

An Army Signal Corps SCR 499 transmitter mounted in a two and one half ton truck moved slowly forward Sunday morning, June 4, with forward elements of Gen. Clark's Fifth Army. At ten that morning, the small staff began installing an antenna in a field about four miles from Rome's city limits. Infantry and tanks were moving through the field while Captain Frederic O. Wickham, Jefferson City, Missouri, chief engineer of this radio station on wheels, directed the erection of an antenna beamed to a transmitter in North Africa for relay to New York and London. A deadline had to be met; the broadcaster's daily schedule was to begin in three hours. There was much to report to radio listeners in the United States and United Kingdom for the Allied troops were occupying the city already.

Good Signal

Within two and a half hours, the 300 watt 499 transmitter went on the air. In preliminary tests, engineers monitoring in North Africa reported the signal excellent. Radio correspondents in this theater were about to get the best dateline thus far in the war. Don Coe and Gordon Fraser of the Blue, Eric Sevareid of CBS, Seymour Korman of Mutual and Ralph Howard of NBC all were able to step to a microphone and say, "I am speaking to you from an Army transmitter in a field on the outskirts of Rome, a few hundred yards from Highway Six."

As they spoke, Fifth Army tanks and trucks rumbled in the background. During some of the spots aired later in the day, listeners heard the sound of German artillery.

It was officially announced late Sunday that Fifth Army troops had entered Rome and immediately after that a plan to flash the news to the world over radio was put into effect. Mutual Broadcasting System, by luck of the draw in competition among all the broadcasters some days before, was first on the air. BBC followed with a report by Wynford Vaughn Thomas. Farnsworth Fowle then went on for CBS, Howard for NBC, Fraser for the Blue and finally Peter Stursberg for Canadian Broadcasting Corporation.

German planes were overhead during these broadcasts. Everyone had to crowd inside the transmitter truck and read from the light of a flashlight and it is safe to say that everyone felt the situation a bit unpleasant if exciting, for a radio transmitter is one of the Luftwaffe's favorite targets. It was right outside the truck, big as life.

Gene English, radio-photo representative for OWI, felt even worse a few minutes later when he went to work transmitting pictures of the occupation to New York and London. There was no room for his equipment inside the truck so he went into operation out in the open. Technical trouble developed and had to be righted in spite of the fact that elaborate blackout preparations went by the board in the process. English and three others of us huddled around the equipment to conceal as much of the light as possible but plenty of it streamed through the ventilation holes of our tarpaulin covering. Pictures were by Capt. Jack Smith, Army Pictorial Service, of troops entering Rome's outskirts and Italians laying flowers over bodies of some American infantrymen who never reached the Eternal City.

Radio and photo transmission continued from this transmitter until more permanent facilities were set up in Rome. It is planned to continue the use of this front line equipment with Fifth Army, for pictures as well as radio.

Comdr. Storer Moved

LT. COMDR. GEORGE B. Storer, president of the Fort Industry Co. and Standard Tube Co., has been transferred from the Chicago Naval District to Navy Dept. headquarters in Washington, in the Office of Procurement & Materiel. Comdr. Storer left the active direction of the seven Fort Industry Co. stations (WSPD Toledo; WWVA Wheeling; WMMN Fairmont, W. Va.; WLOK Lima, O.; WHIZ Zanesville, O.; WAGA Atlanta; WFTL Fort Lauderdale) 15 months ago to accept the Naval commission and was assigned as inspection director of the Chicago Naval District. He does not plan to bring his family to Washington for the present.

Helen J. McDermott

HELEN J. McDERMOTT, secretary to E. J. Rosenberg, vice-president of Trans-American Television and Broadcasting Corp., died July 4 as the result of injuries received when she apparently jumped or fell from a New York Central train at Staatsburgh, N. Y.

CHARLES E. COMPTON, radio representative of George P. Hollingbery Co., Chicago, has announced his engagement to Barbara Ortlund, advertising copywriter for Marshall Field & Co., Chicago.

Which would YOU rather SELL to?

DAY AND NIGHT

KCKN was the first Kansas City station to operate on a 24-hour schedule — day and night, *all* night.

BASIC MUTUAL

At 6 P.M. KCKN becomes a BASIC station of the Mutual Network bringing Mutual's outstanding night-time shows to Greater Kansas City's in-the-money, eager-to-buy listeners.

KCKN offers you the all-important MASS MARKET BUYING POWER of Greater Kansas City **without** the rate penalty of out-state coverage.

Making no effort to interest the thinly-spread farm and small town audience surrounding Kansas City, KCKN appeals exclusively and specifically to the whopping Greater Kansas City market. For therein lies the greatest, by far, concentration of buying power between St. Louis and San Francisco.

KCKN is the **only** Kansas City station programmed **solely** for metropolitan listeners. Kansas Citians **know** that day and night they can always depend on KCKN for the programs they like to hear. Which is one reason KCKN consistently does a **selling** job for its advertisers.

Contact your nearest Capper office for availabilities.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

Lexington's Bluegrass

IS KENTUCKY'S 2ND MARKET

Population 350,000 . . . Annual Retail Sales $92,000,000 . . . Ranks 8th in Per-Capita Retail Sales in the United States . . . The largest Loose-leaf Tobacco Market in the world ($59,238,000 1943 sales) . . . Has 71,110 Radio Homes.

TIME-BUYERS . . . WLAP is the only station exclusively serving this rich, Central Kentucky Market. It's a station that will prove a winner! Make it a "must" on your next schedule.

WLAP *Lexington, Kentucky*

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.
J. E. WILLIS, Manager

"The Thoroughbred Station Of The Nation"

WCMI
Ashland, Ky.-Huntington, W. Va.
BLUE NETWORK

WBIR
Knoxville, Tenn.

KFDA
Amarillo, Texas
MUTUAL NETWORK

WAKR

Sells!

THAT'S WHY

LOCAL
FOOD CHAINS
SPEND OVER 90%
OF THEIR RADIO
ADVERTISING DOLLAR
ON WAKR

WAKR TOWERS
OVER AKRON

Basic Blue Network
5000 WATTS
DAY AND NIGHT
★
Weed & Co.
National Representatives

Studio Notes

KYW Philadelphia is conducting the second annual Radio Workshop inaugurated last year by Westinghouse Radio Stations Inc. to give public school teachers and principals professional training in presentation of educational programs. By arrangement with the Philadelphia Board of Education, teachers attending may obtain college credit for the course, being conducted through July on a daily basis in the studios of KYW and to be extended throughout the year on a bi-monthly basis. Gordon Hawkins, program supervisor of Westinghouse Radio Stations Inc., and William C. Galleher, educational director of KYW, are in charge of the Radio Workshop. Similar courses are being given this summer by KDKA Pittsburgh and WBZ Boston.

KOA Denver is conducting a series of daily classes in announcing in cooperation with the speech department of the U. of Denver. Clarence Moore, KOA program director is in charge.

WENR, Blue Chicago outlet, and the central division of the Blue has supplied Chanute Field, Rantoul, Ill., with a large bulletin board schedule of newscasts to be heard daily over the Chicago station.

RAYMOND E. NELSON, director of radio and television of Charles M. Storm Co., New York, has been elected a vice-president.

WTIC Hartford marked 4th of July ceremonies for Connecticut with a religious and patriotic program broadcast from the Hall of Flags in the State Capitol. Gov. Raymond E. Baldwin spoke, asking citizens to renew their oath of allegiance to the flag. Prayers were given by representatives of Catholic, Jewish and Protestant faiths. Program was relayed to WELI New Haven, WTHT Hartford, WNLC New London, WICC Bridgeport.

WFIL Philadelphia, in cooperation with the Archdiocese of Philadelphia, inaugurated a new series of Sunday afternoon religious programs July 2 known as the *Philadelphia Catholic Hour*. Program features outstanding speakers of the Archdiocese as well as Catholic choirs.

SPONSORING for the third consecutive year the "Miss Greater Cincinnati Health, Beauty and Talent" preliminary to the Atlantic City "Miss America" contest, WCKY Cincinnati will conduct the contest as a war project, according to L. B. Wilson, station owner. "Miss Greater Cincinnati", to be crowned the latter part of August, will receive a complete wardrobe and will be sent to Atlantic City to compete for the national title. Winner of the finals will go on a 90-day War Bond tour. Preliminaries begin July 24.

WSYR Syracuse expects soon to acquire 1,000 ft. of additional floor space to be occupied by the sales department. Meanwhile the program department will be changed to provide extra space for offices.

NBC has issued a special printing in pamphlet form of "Poem and Prayer for an Invading Army," written for NBC by Edna St. Vincent Millay, and read over the network by Ronald Colman on "D-Day". On the cover, booklet bears a line-drawing of hands closed in prayer, with line describing the occasion of the broadcast, and small NBC microphone symbol on the back cover, the only reference to the network.

CJAT Trail, B. C. has offered local retail merchants association a 10-day course in writing advertising copy, by a well-known advertising expert. Station will conduct the course in the autumn including the preparation of radio, newspaper and direct mail advertising copy.

BEFITTING BRIDE Virginia Thelen, WGN Chicago sales department, were the desk decorations Virginia found upon her return to WGN after her marriage to Marine Pfc. Thad E. Samuels.

CBC INTERPRETS RECORDING RULE

BROADCASTS not acceptable to the Canadian Broadcasting Corp. may not be played simultaneously by transcription over a group of stations, under Regulation 7(m) issued last month by the CBC [BROADCASTING, June 26]. Confusion as to the applicability of the regulation brought from J. R. Radford, CBC supervisor of station relations, an interpretation which has been addressed to all stations and agencies in Canada. Text of the interpretation follows:

> From time to time we are being asked for interpretations of Regulation 7 (m), and in order that there will be no misunderstanding in the future, I wish to advise you of the following policy which applies to this Regulation.
>
> The purpose of the Regulation is to prevent a simulation of a network by means of transcriptions for broadcasts which by regulation must be confined to individual stations. If transcriptions are to be used to obtain a wider distribution of the broadcast than can be procured from a single station the transcribed presentations must be separated by a minimum period of three hours. For example, if a broadcast falling in the above category is to be released by transcription over stations in Winnipeg, Toronto and Montreal at least three hours must be maintained between the release of each broadcast.
>
> I would like to stress that Regulation 7 (m) applies only to those broadcasts which CBC regulations or policies prohibit from network release, and, therefore, there is no prohibition on the simultaneous broadcasting of sustaining or commercial transcribed programmes on two or more stations when such programmes would normally be eligible for broadcasting over networks or hookups.

WOR Sales Up

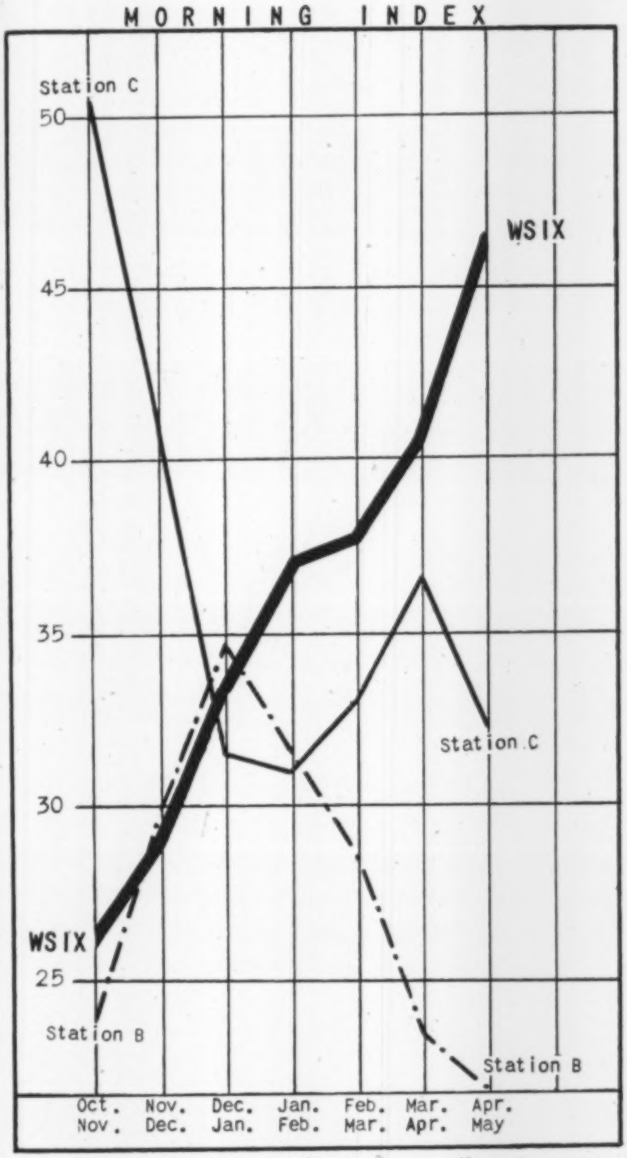
WOR New York reports the best June in its history, with total sales 17%, higher than June 1943, previous record for that month. Accounts were largely responsible for the sales rise, with 38 new contracts signed for June 1944, and 176 new sponsors signed during the first six months of the year. Sales registered a 12% increase for the first half-year over a similar period in 1943—the best year in the station's history.

KNEW New York on July 8 started a series of five transcribed weekly quarter hour talks *What Are We Fighting For*, originally broadcast at Army camps under the auspices of the War Dept.

WSIX PULLS AWAY FROM THE FIELD

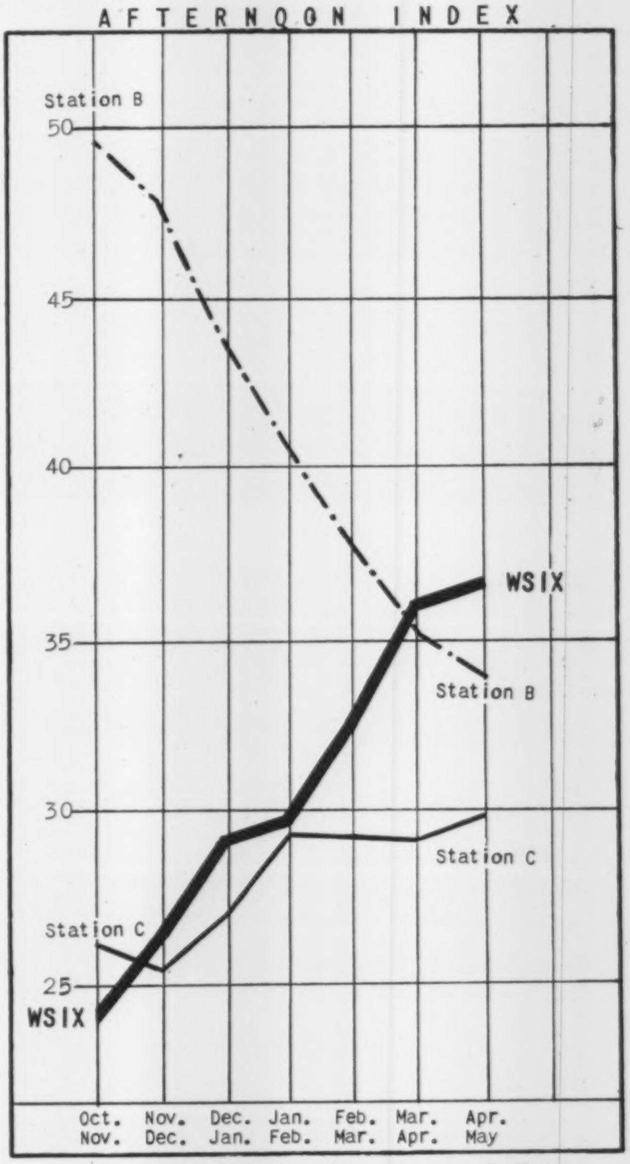
Leads in Nashville All Day
From 8 A.M. to 6 P.M.

HOOPER LISTENING INDEX OCT.'43-MAY '44



Morning Index (8 A.M.-12 Noon)

	WSIX	*Station B*	*Station C*
Oct.-Nov.'43	25.7	23.7	50.6
Nov.-Dec.	28.8	29.9	41.3
Dec.-Jan.	33.7	34.8	31.5
Jan.-Feb.'44	37.3	31.5	31.2
Feb.-Mar.	37.8	28.9	33.3
Mar.-Apr.	40.4	23.3	36.3
Apr.-May	46.0	21.8	32.2



Afternoon Index (12 Noon-6 P.M.)

		Station B	*Station C*
Oct.-Nov.'43	23.8	49.9	26.3
Nov.-Dec.	26.2	48.2	25.4
Dec.-Jan.'44	29.3	43.8	26.8
Jan.-Feb.	29.8	40.6	29.6
Feb.-Mar.	32.4	38.1	29.5
Mar.-Apr.	35.8	35.1	29.1
Apr.-May	36.4	33.7	29.9

5,000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE TENN.

980 K-C

The Blue Network

Mutual Broadcasting System

Represented by the Katz Agency

XUM

Kroger Withdraws Claims

AGREEMENT to cease and desist from making certain representations regarding Kroger's Clock Bread was entered into last week with the Federal Trade Commission by Kroger Grocery & Baking Co., Cincinnati, and Ralph H. Jones Co., advertising agency for Kroger products. Companies will refrain from representing that the bread has a tonic effect upon the nerves, corrects dietary deficiencies or contains "supercharge" health factors.

New Altec Speaker

ALTEC LANSING Corp., Hollywood, Cal., has announced the development of a new type duplex loudspeaker said to deliver increased areas of distribution. Speaker is a compact, two-way multi-cellular unit, requiring less than 1½ cubic feet of floor space and is said to deliver high quality in home radio, phonograph and FM reproductions.

Canada Guild

TO PROMOTE better broadcasting practice and more harmonious relations between producers, unions, stations, advertising agencies and other broadcasting interests, the Radio Directors Guild has been formed in Montreal. Application has been made for a provincial charter by the group of Montreal radio executives who plan to operate cooperatively "for the betterment of radio". The provisional board consists of Paul L'Anglais, Radio Programme Producers Ltd.; Wilf, Charland, Whitehall Broadcasting Co.; Paul Corbeil, program director of CKAC; Omer Renaud, supervisor of programs for Quebec of the Canadian Broadcasting Corp., and manager CBF and CBM; Olivier Carignan, Canadian Adv. Agency; Marcel Provost of the French-language weekly publication *Radiomonde*.

JOSEPH M. GLODSEN, former research director of the war communications research division, Library of Congress, and previously in charge of research for Norman Bel Geddes & Co., New York, has joined Leo Nejelski, newly established public relations and management counsel, as research director.

Network Accounts

All time Eastern Wartime unless indicated

New Business

LOCKHEED AIRCRAFT Co., Burbank, Cal. (institutional), on July 10 for 52 weeks, starts *The Man Called X* on 70 CBS stations, Mon., 9:30-10 p.m. (EWT), and with availability shifts to new time after 8 weeks. Agency: Foote, Cone & Belding, Los Angeles.

HUNT BROS. Packing Co., Los Angeles (canned food products), on Aug. 6 for 52 weeks, starts *Hollywood Barn Dance* on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KOIN KIRO KFPY) Sun., 8:30-9 p.m. (PWT). Agency: Garfield & Guild, Los Angeles.

ANDREWS JERGENS Co., Cincinnati (Woodbury's soap, Jergen's lotion) on July 20 for 52 weeks, starts comedy-mystery program on 8 CBS Pacific stations, Thurs., 9-9:30 p.m. (PWT). Agency: Lennen & Mitchell, N. Y.

Renewal Accounts

AMERICAN DAIRY Assn., Chicago (dairy products), on July 30 for 13 weeks renews transcribed *Voice of the Dairy Farmer*, on 21 Don Lee Pacific Northwest stations, Sun., 12:15-12:30 p.m. (PWT). Agency: Campbell-Mithun Adv., Minneapolis.

"KFYR ROLL CALL"

American Tobacco Company
General Foods
Westinghouse Electric
Sheaffer Pen Company
General Motors
F. W. Fitch Company
Sterling Products
Phillips Chemical Company
General Electric
P. Lorillard
Salisbury-Satterlee
Miles Laboratories
Grove Laboratories
Land-O-Lakes Creameries
Kellogg Company
Procter & Gamble
General Mills
Lever Brothers Company
Theo. Hamm Brewing Company
Du Pont
Firestone Tire & Rubber Company
Bell Telephone System
H. J. Heinz Company
Liggett & Myers Tobacco Company
Socony Vacuum Oil Company
Uncle Sam Breakfast Food Company
Wenzel Tent & Duck Company
Dr. Salisbury Laboratories
Electro Auto-Lite Company
Lewis-Howe
S. C. Johnson & Company
Pepsodent
Brown & Williamson Tobacco Company
Minneapolis Brewing Company
Andrew Jergens Company
Bristol-Myers
Standard Brands, Incorporated
Kraft Cheese Company
Tide-Water Associated Oil Company
Phillip Morris & Company, Ltd.
Cities Service Oil Company
John Morrell & Company
Goodyear Tire & Rubber Company
Schutter Candy Company
Colgate-Palmolive-Peet
R. J. Reynolds Tobacco Company
Plough, Incorporated
Manhattan Soap Company
Skinner Breakfast Food Company
Oelwein Chemical Company
Standard Oil Company
Hilex
Reid-Murdoch
Michigan Bulb Company
Janney-Semple Hill & Company
Acme White Lead & Color Works
Gold Seal Company
Atwood Coffee Company
Perfex Company
Folger Coffee Company
Fairway Stores
Saf-Kil Company
Rit Dyes
Bexel Vitamins
Carters Little Liver Pills
Bax
Griggs Cooper
Gamble Stores
Land-O-Nod Mattresses
Vicks Chemical
Johnson & Johnson

THEY'RE GETTING RESULTS!

IS YOUR FIRM OR PRODUCT LISTED?

IF NOT - - - BETTER SIGN UP NOW!

ASK ANY JOHN BLAIR MAN FOR DETAILS

KFYR
NBC AFFILIATE
5000 WATTS
550 KILOCYCLES
BISMARCK, N.D.

FTC Cites Detroit Soda

DETROIT Soda Products Co., Wyandotte, Mich. (Crystal Brand Baking Soda), and Aarons, Sill & Caron Inc., Detroit, advertising agency for the product, have been ordered by the Federal Trade Commission to cease misrepresentations of the product. Commission charges that in radio continuities and by other means the companies have made false claims regarding medical and dental values of the product, including representations the product will cure colds, ivy poisoning, lumbago, dyspepsia and other ailments.

DALGLISH Co., Toronto (Javex cleanser), on July 3 renewed to Dec. 29 *How Does the Chorus Go*, on 8 Ontario stations, Mon., Wed. and Fri. 10:15-10:30 a.m. Agency: MacLaren Adv., Toronto.

STERLING DRUG Inc., Windsor, Ont. (Bayer Aspirin), on July 16 for 52 weeks renews *Album of Familiar Music* on 28 CBC Trans-Canada network stations, Sun. 9:30-10 p.m. Agency: Dancer-Fitzgerald-Sample, New York.

PROCTER & GAMBLE Co., Toronto, on July 3 for 52 weeks renewed *Road of Life* (Oxydol) on 27 Trans-Canada stations, Mon. thru Fri., 11-11:15 a.m., agency: Compton Adv., New York; *Woman of America* (Ivory Snow) 3-3:15 p.m., agency: Benton & Bowles, New York; *Ma Perkins* (Oxydol) 3:15-3:30 p.m., agency: Dancer-Fitzgerald-Sample, Chicago; *Pepper Young* (Camay, Chipso), 3:30-3:45 p.m., agency: Pedlar, Ryan & Lusk, New York; *Right to Happiness* (White Naphtha, Ivory Bar) 3:45-4 p.m. Agency: Compton Adv., New York.

COCA-COLA Co. of Canada, Toronto, on July 7 renewed to Aug. 25 *Victory Parade* on 11 CBC French-language stations, Fri. 8-8:30 p.m. Agency: D'Arcy Adv., Toronto.

Network Changes

CREW of the Good Ship Grace Inc. (religious), on July 4, expanded *Haven of Rest* on 24 ABC Pacific stations to 28 ABC Pacific stations, Tues., Thurs., Sat., 8-8:30 a.m. (PWT). Agency: Broadcast Adv., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Duz), on July 1 discontinues for the summer on 129 NBC stations, Sat., 8:30-9 p.m. (repeat 11 p.m.), resuming Sept. 9. Agency: Compton Adv., N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), on July 8 replaces *Bob Becker Pet Parade* with Alex Dreier on 127 NBC stations, Sat., 10:45-11 a.m. Agency: Henri, Hurst & McDonald, Chicago.

ELECTRIC Companies Advertising Program institutional, July 10-Aug. 28 discontinues *Report of the Nation* on 132 CBS stations, Wed., 10:30-11 p.m. Agency: N. W. Ayer & Son, N. Y.

LEVER BROS., Cambridge, Mass. (Spry) on July 31 adds 25 CBS stations to *Aunt Jenny's Real Life Stories*, making a total of 77 CBS stations, Mon. thru Fri., 11:15 a.m.-12 noon. Agency: Ruthrauff & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Dreft), on July 3 expands *Dreft Star Playhouse* on 52 NBC stations to 78 NBC stations, Mon. thru Fri., and shifts from 10:45-11 a.m. to 11:30-11:45 a.m. with transcribed repeat on KPO KMJ KFI, 3:15-3:30 p.m. (PWT). Agency: Dancer-Fitzgerald-Sample, Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), has shifted *Your All-Time Hit Parade* on 130 NBC stations from Fri., 8:30-9 p.m. with West Coast repeat, Fri., 8:30-9 p.m. (PWT), to Sun., 7-7:30 p.m., and from New York to Hollywood. Agency: Foote, Cone & Belding, N. Y.

METRO-GOLDWYN-MAYER, New York, has added 28 MBS stations to *Screen Test*, making a total of 89 MBS stations, Mon. thru Fri., 9:15-9:30 p.m. Agency: Donahue & Coe, N. Y.

FRANK H. LEE Co., Danbury, Conn., on June 22 for 8 weeks replaces Dale Carnegie of *Little Known Facts About Well Known People* on 28 MBS stations, Thurs., 10:15-10:30 p.m. with Tiny Ruffner. Agency: Bermingham, Castleman & Pierce, New York.

NBC
and
KSD

Inseparable
in St. Louis

RADIO STATION KSD
Owned and Operated by the
ST. LOUIS POST-DISPATCH

FREE & PETERS, NATIONAL ADVERTISING REPRESENTATIVES

We Sell Programs

In these days of saturating demand for announcement availabilities we are particularly pleased to point out that by far the largest part of our sales are programs of five minutes and longer.

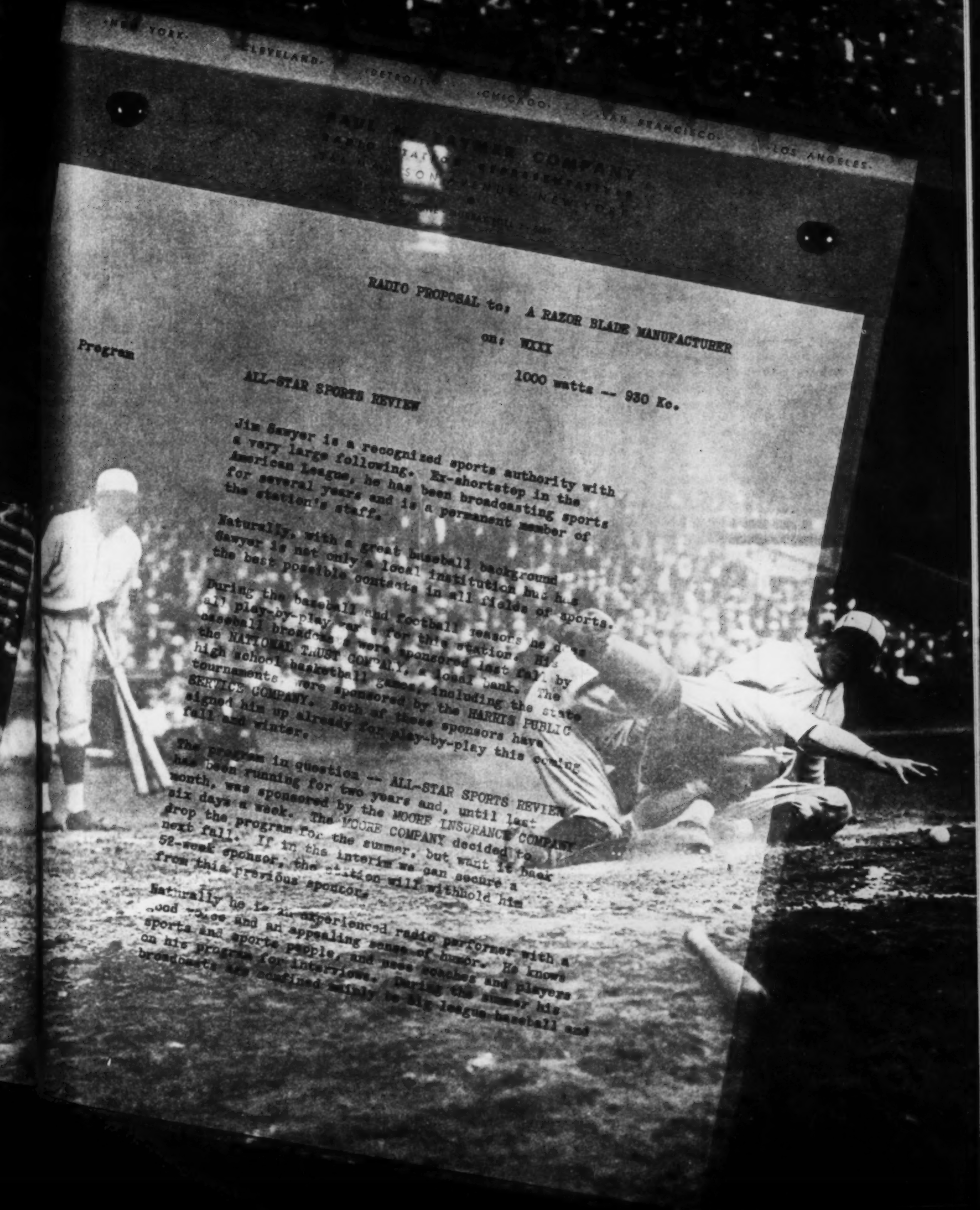
Every modern means of selling and presenting programs is used. Letters, direct mail, transcriptions and hundreds of presentations similar to the one shown here are employed for this purpose.

But most important of all, these presentations are made in person by men highly specialized and devoted exclusively to the sale of radio.

Time buyers find successful program selling of this kind is constructive and the results are gratifying to the radio stations we represent.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES



NEW YORK · CLEVELAND · DETROIT · CHICAGO · SAN FRANCISCO · LOS ANGELES

PAUL H. RAYMER COMPANY
RADIO STATION REPRESENTATIVES
[illegible] MADISON AVENUE · NEW YORK

RADIO PROPOSAL to; A RAZOR BLADE MANUFACTURER

on; WXXX

Program

ALL-STAR SPORTS REVIEW

1000 watts -- 930 Kc.

Jim Sawyer is a recognized sports authority with a very large following. Ex-shortstop in the American League, he has been broadcasting sports for several years and is a permanent member of the station's staff.

Naturally, with a great baseball background Sawyer is not only a local institution but has the best possible contacts in all fields of sports.

During the baseball and football seasons he does all play-by-play [illegible] for this station. His baseball broadcasts were sponsored last fall by the NATIONAL TRUST COMPANY, a local bank. The high school basketball games, including the state tournaments were sponsored by the HARRIS PUBLIC SERVICE COMPANY. Both of these sponsors have signed him up already for play-by-play this coming fall and winter.

The program in question -- ALL-STAR SPORTS REVIEW has been running for two years and, until last month, was sponsored by the MOORE INSURANCE COMPANY six days a week. The MOORE COMPANY decided to drop the program for the summer, but want it back next fall. If in the interim we can secure a 52-week sponsor, the station will withhold him from this previous sponsor.

Naturally he is an experienced radio performer with a good voice and an appealing sense of humor. He knows sports and sports people, and uses coaches and players on his program for interviews. During the summer his broadcasts are confined mainly to big league baseball and

XUM

Editorial

Forgotten Probe

IN THE helter-skelter of war and political news coverage, station sales, FM and television developments and FCC fulminations, folks in radio have all but forgotten what was radio's biggest Washington-front story a scant few months ago—House Select Committee Investigation of the FCC.

There were screaming headlines prior to last fall, when the fiery Rep. E. E. Cox of Georgia resigned as chairman of the Committee. The white heat persisted until the Committee's general counsel, Eugene L. Garey, of New York, resigned under fire four months later. In the meantime the venerable Rep. Clarence F. Lea of California had been named Committee chairman, and there promptly were charges of an Administration "whitewash". Indeed that view might well have been taken, for the investigation was transformed from one of fire and brimstone to a quiescent sort of pink tea, if headlines are the index.

But that's not the case. Actually, only the first phase of the inquiry has been completed. The Committee now has recessed hearings until fall. Meanwhile a new general counsel formally takes over. He is John J. Sirica, able young Washington attorney, who was selected without regard to political considerations and on proven ability alone. Since last April Mr. Sirica has been studying the record of the proceedings which had begun with open hearings the preceding July. He attended all sessions, but allowed Harry S. Barger, the Committee's chief investigator, to complete the first phase.

The FCC, upon insistence of Chairman James Lawrence Fly, now has completed its rebuttal testimony on this first phase—covering activities of the Radio Intelligence Division and the Foreign Broadcast Monitoring Service, along with such collateral matters as draft deferments and foreign language stations.

Mr. Fly had charged that the inquiry had been "star chamber" and that the Commission should be permitted to rebut the Cox-Garey record. To us it appears that thousands of words of trivia have been dumped into the record during these last few months. Anyway, Congress slashed the 1945 FCC budget by more than $2,000,000, curtailing sharply the RID and FBIS activities, which had been under Committee fire.

Mr. Sirica proposes to lay before the Select Committee facts which should aid Congress in formulating new radio legislation. While the Committee recesses he will delve into the FCC's licensing power to ascertain where the Commission has gone wayward. He is determined to undertake the task dispassionately and impersonally. Those who have seen him perform in the Washington courts relate that he is utterly without fear and that he knows his subject and his adversaries before he undertakes an assignment. By September when hearings are resumed he hopes to have all the facts, good or bad, to lay before the Committee.

If, as a result of the new inquiry, it is developed that the FCC has abused its licensing powers and that the imperfections of the existing law permit abuses, than all concerned should work together in writing a new act. If, on the other hand, it is found that the Commission has hewed to the letter and spirit of the law, then that should be accepted.

There should be agreement, beforehand, on one point. Congress has ordered the inquiry and appropriated the funds for it. Mr. Sirica should be permitted to complete his work without hindrance from any quarter, Administration, FCC, or the leadership of the House. The first phase, now ended, made a mockery of legislative processes.

Ominous Signs

THE INEVITABLE is shaping up in the international shortwave field. Government forces are moving toward Federalized operation of shortwave broadcasting after the war. Despite pledges that these facilities would be turned back to the private operators who developed them for commercial use the American way, plans are fostered behind the scenes to continue Government operation, perhaps through a peacetime OWI or CIAA or both. This comes with more regret than surprise, for it always happens that when Government reaches into fields of private endeavor it is loath to get out. And if Government remains in the international radio field, it is but a short haul to the domestic, particularly in this new era when anywhere is overnight from anywhere.

Freedom to Be Free

OVER AND over again people remark that radio talks about others with a strong voice, but never talks about itself. It's true.

The exception occurred the other day. Dick Harkness, able NBC commentator, chose July 4 to discourse on freedom of radio. He read the free radio-press plank in the Republican campaign platform, adopted at the Chicago Convention. He called upon the Democrats to be equally outspoken.

The Democrats talk about a "thumbnail" platform that can be memorized. It's hard to see how a free radio-press expression could be any more than a sliver rather than a plank.

We're glad a reporter of Harkness' stature addressed himself to radio's freedom. It hasn't been a popular thing. Some reporters know of repercussions from official quarters when radio has deigned to comment on regulation. Repugnant as that may be to democratic principles it has happened—here and recently.

Along this line, the FCC has set for hearing a complaint of the UAW-CIO against WHKC Columbus, alleging the station is "throttling free speech" because it wouldn't permit a union official to go on the air without sharp editing of a harangue against candidates for public office. The FCC previously had renewed the station's license, despite the CIO protest.

The facts in this case have been duplicated many times. It's the first time within our knowledge that a station has been cited on such a count. But these are different times and the FCC is made up of different men.

In these times, more than ever, it is important that radio speak out fearlessly for its freedom. Few in radio will contend that it is entirely free today.

Our Respects To -

PAUL McCLUER

IF PAUL McCLUER'S late Uncle William, then head of Cochran & McCluer, one of the oldest Chicago real estate firms, hadn't invited Paul to live with him, he might by now be a college professor, not quite fusty, but certainly frustrated. Uncle Billy, however, according to the present and highly successful young sales manager of the NBC central division, thought a young man ought to work in the big town and watch its wheels go 'round.

Realtor McCluer, Chicago pioneer, had risen with the influential men of the city. Therefore, he introduced Paul to many of his friends, among them Samuel Insull, when that tycoon was nearing the top of his pyramids. Appraising Paul McCluer's ability, Insull placed him in the Chicago Central Station Institute as an instructor for employes of the Insull utilities in Northern Illinois.

McCluer was fitted for the job. At the U. of Illinois, where he took his A.B., he had majored in public speaking and dramatics, and after teaching those subjects at Northwestern Military & Naval Academy, Lake Geneva, Wis., he had returned to the Illinois campus as a professor in the same subjects. Meanwhile he was writing his M.A. thesis, the subject of which, he now recalls wistfully, was "The Greek Proscenium".

Too, by inclination and environment he had shown an early aptitude for such work. Although he was born in Brimfield, Ill., Aug. 3, 1900, he remembers little of that small town, but retraces his following grade- and high-school days as a series of elocution contests and debates before civic leaders in a score of midwest towns. This was as a consequence of his father's itinerant calling, that of a Presbyterian minister whose eloquence was instrumental in founding or expanding community pastorates in his path. And Paul's college vacations had been spent augmenting the theory he was learning in classes, by travel with Chautauqua units as a platform manager. Now that he looks back, he says the most important phase of that job was re-signing unhappy local sponsors for next year's visit.

As an employe's pedant, however, McCluer wasn't satisfied with his progress. Taking inventory of himself and the business world, he decided to try a field with unlimited possibilities—radio, and in 1928 he joined WENR Chicago as assistant to the manager, with such varied duties as script writer, announcer, and time salesman. By March 1931, when he joined the sales staff of NBC's central division, McCluer found himself in his right

(*Continued on page 40*)

OUTSTANDING PRODUCTION

. . . key to the high caliber of WMFM programs

When you plan your program on WMFM, depend on its being an outstanding production.

Depend on its being an outstanding production because of WMFM's outstanding facilities. Radio City, the home of WMFM, is one of America's finest local radio plants. The ultra-modern auditorium . . . the well equipped individual studios, plus the finest in engineering equipment assure WMFM programs of technical perfection.

Add to that the keen production minds, and top-flight talent available for WMFM programs. It's easy to see why WMFM programs are *high caliber* programs. It's easy to see why WMFM programs are a welcome visitor in tens-of-thousands of Milwaukee and Wisconsin homes.

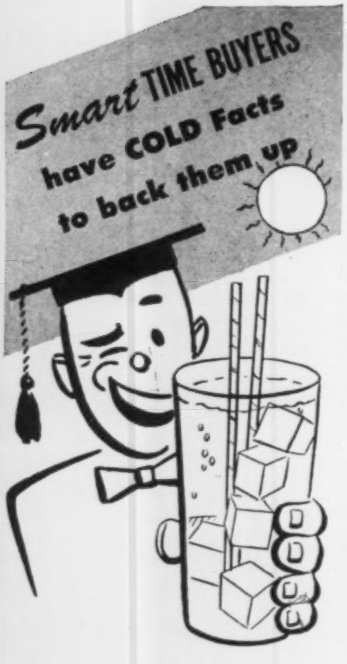
Several of the most popular WMFM programs are available now for sponsorship. Take advantage of the prestige building, sales stimulating value of a program on WMFM. Let us plan with you to adapt a current WMFM program to your needs or let us work with you in the development of a new program.

Act now. Include WMFM on your fall schedule. Call, write or wire.

WMFM

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network



Like a satisfying cold drink on a hot summer afternoon, it's refreshing to a Time Buyer to discover a radio station that has all it takes to produce *Results!*

KOA is such a station, with its combination of indisputable, proven *selling* factors.

Here's why KOA advertisers have never been *left* in the cold, and are always *warm* at renewal time:

Dealer Preference (68.8%)*
Listener Loyalty (69%)**
Top NBC Programs
Power (50,000 Watts)
Coverage (Parts of 7 states)

*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(*Continued from page 38*)

element, numbering among his accounts Miles Laboratories, Johnson's Wax, Fitch's, Compana, Welch's, Household Finance, Ralston, Lady Esther and others.

That one salesman should be responsible for such national advertisers is considered unusual, but no less so is it, Paul McCluer will tell you, than the record of the NBC central division sales force as a whole, a record McCluer with quiet energy is enlarging daily through his sales manager policy of "letting each man mind his own business".

Still Small Town Boy

Mr. McCluer claims he's still a small town boy in some respects, giving as an example his interest in traps and snares when he goes fishing and hunting at grounds picked by Charlie Lyon, NBC announcer, and Andy Devine, the gravel-throated comedian of radio and screen, in the Canadian woods. And then there's the matter of the share-opinion policy carried out in the McCluer family. For eight years his New York City-born wife had her turn, and the McCluers lived in a Chicago apartment. Now, for eight years, it will be Paul's way of life, in a large country house on 10 rugged acres near Libertyville, Ill., where they have a small garden, some chickens, two footloose cocker spaniels and a handy shotgun for occasional pheasants and rabbits who trespass the grounds in season.

Mr. McCluer represents a different school of thought from that of some radio executives, and when he says the future of radio is unbounded, he takes into consideration every phase of the industry, from potential sponsors to future talent. He believes the peace will find hundreds of new and market-wise advertisers, that the emergency of war and laboratory research during this time will prove benefiicial in the technique of production, and he feels that radio education, both before the "mike" and at the receiving end is developing a reservoir of latent talent now in the armed forces.

Pvt. Council Missing

PVT. CARLYLE C. COUNCIL Jr., son of the president of WDNC Durham, N. C., has been reported "missing in action" as of June 1. He entered the service from the U. of North Carolina in April 1943 and went overseas the following September. After further training in North Africa, he went to Italy in November. During the first three months of this year he was hospitalized in Africa, but returned to his company early in April.

WALKER Co. has been appointed exclusive national representatives of KXL Portland, Ore.

Personal NOTES

HUGH J. BRENNEN, owner of WJAS and KOV Pittsburgh, is at home recovering from a recent gall bladder and cardiac attack. He will be away from his office about a fortnight, it is reported.

JOHN I. PROSSER, former program director of WKY Oklahoma City, has been named general manager of WKAT Miami Beach. He succeeds John C. McCloy, who has been inducted into the armed forces.

HARRY ENGEL, account executive of KWKW Pasadena, Cal., and Patricia Weisberger are to be married in Beverly Hills July 14.

JOHN TORMEY, a supervisor of network operations at CBS, has transferred to WABC New York as account execuive.

E. C. CUNNINGHAM, NBC central division local and spot sales traffic manager, is the father of a girl.

JAMES H. MOORE, manager of WSLS Roanoke, Va., has been elected governor of the Lions' Club Fifth Virginia District.

LT. GEORGE A. BURNS, former manager of KFXM San Bernardino, Cal., has been assigned to the Ft. Riley, Kan., Cavalry School staff and faculty as intelligence officer.

OWEN F. URIDGE, assistant general manager of WJR Detroit, took office July 1 as a director of the Detroit Rotary Club.

ROBERT W. BUCKLEY of the CBS Chicago sales staff has been named assistant to W. Donald Roberts, western sales manager.

CARLETON COVENY, Los Angeles manager of John Blair & Co., station representatives, is in St. Francis Hospital, San Francisco recovering from a major operation.

GEORGE JACKSON, manager of WBOW Terre Haute, Ind. and member of the local Civilian Air Patrol, has passed his flying tests and soloed June 28.

THREE New York City High Schools have won awards in an interscholastic radio drama contest sponsored by the Board of Education of New York City and NBC as the first activity of joint educational operations announced last month. Contest was conducted through 12 broadcasts on WNYC, New York's municipal station, and WNYE, operated by the Board of Education.

U. S. Army Signal Corps Photo

DOWN THE HATCH went James W. Woodruff Jr. (l), executive manager of the Georgia Broadcasting System (WRBL WATL WGPC), and Weldon Herrin, manager of WRBL Columbus, Ga., during Infantry Day demonstrations at the Ft. Benning (Ga.) Parachute School. They took a ride from Ft. Benning's 250-ft. trainer tower for paratroops.

NEW EDUCATIONAL SERIES FOR TROOPS

A NEW SERIES of programs designed to bring the troops closer to home and broaden their understanding of the war and their part in it will begin soon under the direction of the Education Service of the Armed Forces Radio Service, Morale Services Division, and in cooperation with the four major networks.

About 400 stations and sound systems now in operation in all war theatres are now available to carry the programs. As the fighting fronts are extended, additional facilities will be installed. All members of the U. S. armed forces, on land or sea, will hear the series if at all possible under existing outlets.

Many of the programs will be transcribed after presentation in this country, and then flown to overseas stations. They are designed to be of entertainment as well as educational value.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own hurches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

PHILO T.
FARNSWORTH
Originator of Electronic Television

E. M. MARTIN
Secretary and Counsel

E. H. VOGEL
Vice President Sales

E. A. NICHOLAS
President

J. P. ROGERS
Vice President Treasurer

B. RAY CUMMINGS
Vice President Engineering

FARNSWORTH EXECUTIVE MANAGEMENT COMMITTEE

Look to the Future . . .

WITH THESE MEN!

W. J. AVERY
Export

MADISON CAWEIN
Research

J. C. FERGUSON
Chief Engineer Fort Wayne

JOHN S. GARCEAU
Advertising

PAUL H. HARTMANN
Assistant Treasurer

E. J. HENDRICKSON
Sales

E. M. HOEY
Order Service

I. C. HUNTER
Sales

R. C. JENKINS
General Superintendent

GLENN KELSO
Superintendent Fort Wayne

REESE KENNAUGH
Superintendent Marion

H. J. MYERS
Controller

E. S. NEEDLER
Purchasing

F. B. OSTMAN
Service

J. H. PRESSLEY
Chief Engineer Marion

A. E. SIBLEY
Credit

They were veterans when they joined Farnsworth 5 years ago! These *21 men* in the Farnsworth headquarters organization today are all in the same important positions they took in 1939 when Farnsworth expanded its research laboratories and entered into the production of radio, phonograph-combinations and television equipment.

This intact staff is a true indication of the sound planning and development within the Farnsworth organization.

These men are planning post-war products and services and policies now — natural developments of our 19 years of research in the electronic field . . . in television, radio and phonographic reproduction.

After the war, Farnsworth will be in a strong position to work with you in all phases of radio and television transmission and reception. Farnsworth accomplishments have received high recognition. Farnsworth possibilities in the future are unlimited.

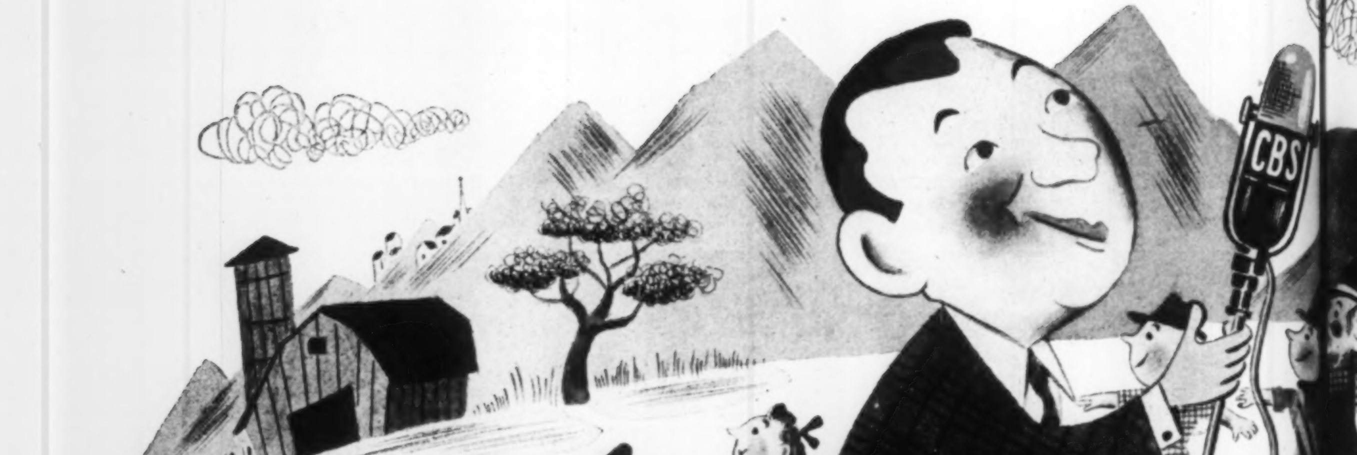
FIRST POPULAR INTERPRETATION OF TELEVISION. **Write for copies of "The Story of Electronic Television." Prepared for the public, it should be useful to you.**

FARNSWORTH

Television · Radio · Phonographs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana • Farnsworth Radio and Television Transmitters and Receivers
Aircraft Radio Equipment • Farnsworth Television Tubes • The Farnsworth Phonograph-Radio • The Capehart

“Pied Piper o


CBS
STAN FRAYDAS

r of the Piedmont"...

HE CAN'T toot a note, but he's a flesh-and-blood legend. He's followed by *more than 177,000 listening families a week* over WBT. In milltowns and cities, mountains and farmlands—from 6:00 to 8:00 A.M. weekdays, 7:00 to 9:00 A.M. Sundays—*47.6%* of all radio families in WBT's 107-county primary service area* tune to Grady Cole for farm and weather reports, news and general information.

They write him an average of 8,000 letters and postcards a month. So great is their faith in what he has to say that they plant what he advises, eat what he suggests, *buy what he recommends.* They name babies after him. They come from remote sections to meet him and ask his advice. Thousands declare he could be governor of either Carolina if he chose to run. He doesn't.

The legend of the incredible Grady Cole has been growing since November, 1929, when he first stepped up to a WBT microphone and began his career of public service. He's been a big factor in the successful growth of Piedmont agriculture during these 15 years — and a big factor in the success of many new brands and products in Carolina markets.

Today, 18 national advertisers hold stubbornly to Grady Cole contracts. We'd be glad, however, to put you on the waiting list . . . or help you start a new legend with a WBT show of your own choosing.

---

* *So says the CBS Listener Diary*

WBT

CHARLOTTE • 50,000 Watts
The South's Best Salesman
COLUMBIA OWNED
CBS

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

XUM

First

✓listeners

✓advertisers

✓results

BUT, THAT IS THE USUAL STORY FOR WRC

FIRST, CONTINUOUSLY SINCE 1923

WRC

Represented by NBC Spot Sales

Washington

BEHIND the MIKE

MARTIN MAGNER, producer-director, is shifting from NBC's central division in Chicago to NBC New York, where he will succeed Wynn Wright as director on *Arthur Hopkins Presents.*

MRS. ROY PORTER is now an associate of Larry Stevens, former publicity director of BBC, in New York, who opened his own public relations firm at 30 Rockefeller Plaza, New York, last Wednesday. Mrs. Porter formerly worked at Press Assn., New York, in conjunction with her husband, now broadcasting for NBC in Chungking.

PATRISHA STAMBACH, women's feature director of WHBC, Canton, Ohio, on July 8 was to be married to Ens. William F. Duckworth, USN.

RALPH M. HANSEN, Marine 1st lieutenant and former KSD St. Louis announcer, married Jean E. Fawcett of New Albany, Ind., at the Marine Air Station, Cherry Point, N. C.

ELLIOT KUNIN has joined the announcing staff of WAAB Worcester.

JENNY SHAHEEN has joined CJKL Kirkland Lake, Ont., as traffic manager.

GORDON COOK, formerly of the announcing staff of CKCK Regina, has joined the Canadian Broadcasting Corp., Toronto.

ERNEST MORGAN, program director of CBR Vancouver, has been named to the new post of supervisor of international exchange broadcasts of the Canadian Broadcasting Corp., and will headquarter at Toronto, where CBC national program office is located.

JAMES ELLIOTT, former announcer of WBEN, Buffalo, N. Y., has joined WFIL Philadelphia.

JACK O'REILLY, sports announcer of KYW Philadelphia, has resigned to join WNEW New York. He will also assist Bill Stern, NBC sports commentator, in special assignments.

BERNIE BARTH, announcer of WFIL Philadelphia, is the father of a boy.

JOHN EGAN, announcer of WCAU Philadelphia, is the father of a boy.

HAL BARKAS, formerly of WJNO West Palm Beach, Fla., has joined the announcing staff of WCAU Philadelphia.

VIOLET SHUMAN, formerly of the public relations office of RCA-Victor, Camden, N. J., has joined the newsroom staff of WCAU Philadelphia. She succeeds William Windle who resigned to join UP in Washington.

HAL HUDSON, CBS West Coast program director, is the father of a boy.

FAYETTE KRUM, freelance scriptwriter, last week joined the CBS script division replacing Virginia Roos, resigned.

Dorothy Lowell

DOROTHY LOWELL, 28, who has played the lead in *Our Gal Sunday*, the Anacin program on CBS, for years, died July 1, a week after her daughter, Susan, was born. Surviving are her husband, William M. Spire, until recently Deputy Chief of the OWI Domestic Radio Bureau and formerly of the radio department of McCann-Erickson Inc., her infant daughter, and a 3-year old son, Kip.

MEL BASIL, sports announcer, formerly of WCAU Philadelphia and more recently of WWDC Washington, is now free-lancing and is heard in a weekly sports round-up on WEVD New York.

VICTOR S. BEST, WFBL Syracuse announcer, and Marjorie Brown, control operator of WHLD Niagara Falls, have announced their engagement.

JEAN MEREDITH, assistant manager of CBS western division press information department, Hollywood, has been elected president of the Los Angeles alumnae of Theta Sigma Phi, national honorary and professional fraternity for women in journalism.

JAMES STEWART, CBS Chungking correspondent, is visiting his family in Arizona before returning to China.

CAPT. JOE THOMPSON, former NBC Hollywood and San Francisco producer, is now manager of the American Expeditionary Station at Espititu Santo, New Hebrides.

GORDON HUGHES, producer of CBS Hollywood, is recuperating from an appendectomy.

LT. PAUL LANGFORD, former production manager of KPAS Pasadena, Cal., is now a public relations officer attached to the Ogden (Utah) Air Service Command, Hill Field.

FRANK B. GOSS, former CBS Hollywood announcer, is now a captain on the staff of the Army Air Forces School of Applied Tactics at Orlando, Fla.

ELEANOR BEESON, continuity writer of KHJ Hollywood, has resigned.

JACK McCLAIN, former announcer of KROW Oakland, Cal., has joined KFBK Sacramento.

HILL ARMFIELD, announcer of KFBK Sacramento, Cal., has shifted to KERN Bakersfield, Cal.

ONA LOUISE McMANUS has joined KERN Bakersfield, Cal., as traffic manager.

GORDON KEEBLE has been promoted to chief announcer of CJBC Toronto.

EARL SMITH and J. E. (Red) Graeme have joined the news staff of CKWX Vancouver.

JANET MATTER, of the KGO San Francisco press staff, was married June 25 to Lt. Robert Lloyd Rix, at Fort Mason, San Francisco.

LEE GOELLER has been added to the continuity department of WSLS Roanoke, Va.

HELEN BARR, formerly of WHDH Boston, is now director of women's programs at WKY Oklahoma City.

NATHAN M. RUDICH, drama director of WNYC New York, is the father of a boy.

POLLY MALONE, of the WCAE Pittsburgh *Polly Entertains* program, celebrated her 10th anniversary on the air July 1 by recreating her original program, *Polly Put the Kettle On*, which she did on July 1, 1934.

CPL. WILLIAM J. NELSON, formerly of WLS Chicago, has transferred to the Nashville Army Air Center to handle radio production for the Special Information Office.

LT. FRED M. WOOD, formerly of WIP Philadelphia, has been transferred to Naval Air Transport Service and is stationed at Miami. He was promoted to his present rank in January, after a year as instructor for Naval flying cadets.

HENRY EAST, news editor of WRBL Columbus, Ga., has returned to the station after temporarily directing the activities of WGPC Albany, Ga. Jim Harding is a new WRBL announcer. Billy Wismer has joined the station as continuity director.

SIDNEY KING has joined WGPC Albany, Ga., in a promotion-programming capacity.

WLW Names Kingsbury

GILBERT W. KINGSBURY, assistant editor-in-chief of the WLW-WSAI Cincinnati newsroom since joining the stations in November, 1942, has been named editor-in-chief, succeeding William Dowdell, it was announced last week by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Mr. Kingsbury, a graduate of the U. of Kentucky where he majored in journalism, was a reporter and later assistant city editor of the *Cincinnati Post*, before becoming assistant dean and assistant professor at the U. of Cincinnati, where he is still a member of the evening college faculty, lecturing on journalism.

Mr. Kingsbury

GOP Reactions

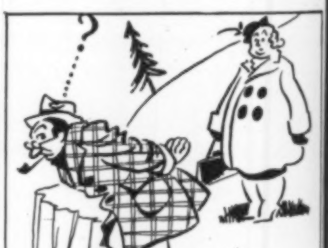
RADIO REPORTS Inc., New York, in the July 1 issue of its weekly digest of radio opinion, states that "favorable radio reaction to the Dewey nomination outweighed unfavorable comment, but the GOP platform came in for much more criticism than praise." Report covers 1806 news and discussion programs, monitored from 6 p.m. June 23 to 6 p.m. June 30 in New York and June 21-27 in Los Angeles. Statement prefaces brief digests from the broadcasts of local and network commentators on the Republican party's choice of candidate and platform.

ART PRIMM, announcer of KFRC San Francisco, has joined the station's production staff.

CHARLES BEN DAVIS, formerly with WNOX Knoxville as chief continuity writer and war program director, is now program director of WBIR Knoxville.

WALTER LONG succeeds Otis Henley as news editor and announcer at WCBI Columbus, Miss., and WELO Tupelo, Miss., both stations of the Mid-South Network. Mr. Henley has become commercial announcer at WCBI.

FOUR newcomers to the staff of WSAZ Huntington, W. Va., are Jack See, announcer; Bernard Sammons and Bill Ratcliffe, salesmen; Barbara Litton, traffic manager.



"Careful, dear — you kno WFDF Flint says we musn't los our ration books."

War Gem Today

WHAT WILL THE QUARTZ CRYSTAL DO TOMORROW?

The fabled princes of Hindustan or the wealthy Nizam of Hyderabad never owned a gem more valuable.

The quartz crystal is doing more than rubies or emeralds to protect our way of life against the aggressor.

Cut into tiny wafers the quartz crystal is performing with merit wherever fixed radio frequencies are a "must".

Federal is mass producing frequency control crystals for military use. How many difficult jobs they are doing is a war secret. But their versatility is unlimited.

Even now—in the great FTR research laboratories—men are finding new uses for quartz crystals—pointing the way to widespread industrial and civilian use after the war is won.

Not alone in communications—but in such widespread applications as precision timing and measuring devices, television, supersonics, pressure gauges, filters, generators, induction heating devices and automatic control equipment, crystals will find new uses . . . a war gem will become a peacetime servant.

Megatherm, Federal's pioneering induction and dielectric heating equipment, is giving outstanding production line performance in the metals, plastics, food, textile and other industries.

To achieve mass production Federal has installed new machinery and new methods to speed crystals on their way to war—and will continue to be a leader in crystal production. Now is the time to get to know Federal.

Federal Telephone and Radio Corporation

An IT&T Associate

Newark 1, N. J.

A 50,000 watt
audience *at a*
250 watt rate

C. E. HOOPER
April-May, 1944

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	14.2	28.1	33.7	24.0
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	28.9	27.6	25.1	17.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A	WGRC	B	C
	40.6	12.6	36.7	9.7

TAKE A LOOK AT THE RECORD
That's All We Ask!

WGRC
Mutual

LOUISVILLE'S
TRADING AREA
= 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

Burn-Smith·*National Representatives*

Hon. T. McDermott
N. W. Ayer & Son, Inc.
New York, N. Y.

Dear Tom:

I've really got enough to do around these stations, but I'm going to take time out to urge you to be sure you get a copy of BROADCASTING, *July 17th. It's not that I'm trying to step up sales of this fine book, but there's going to be a story you won't want to miss. It'll tell all about our managing director, Howard L. Chernoff, going to England as a War Correspondent for our network. Course the real story is that this whole idea is one terrific public service being done by a group of stations that are on their toes. Be sure to read it!*

Regards
Yours,
Algy

The W. Va. Network

WCHS Charleston
WSAZ Huntington
WPAR Parkersburg
WBLK Clarksburg

Five-Minute Series On Hooper Ratings

'Goodrich News' Leads Strips In New Survey Service

RATING information on nationally sponsored five-minute strip programs, a new service of C. E. Hooper Inc., appears in the June 30 evening report for the first time, showing *Goodrich News* in the lead, followed by *Johns-Manville News*, *Parker Pen News*, and *Story Teller* in that order. *Fibber McGee & Molly* heads the list of "first fifteen" programs.

Joan Davis with Jack Haley ranks second, *Radio Theater* third and *Screen Guild Players* fourth, followed by Charlotte Greenwood, *Mr. District Attorney*, Frank Morgan-Fanny Brice, Bing Crosby. *Take It or Leave It*, Walter Winchell, *Aldrich Family*, Kay Kyser (first half-hour) Eddie Cantor, Hildegarde, Kay Kyser (second half-hour).

Your Hit Parade has the largest number of women listeners per listening sets of those programs included in the list of Hooper subscribers, Gabriel Heatter draws the most men listeners, and *Lone Ranger* the most children. Subscriber program with the highest sponsor identification index is *Radio Theatre*, with 89.2.

Average evening program rating, according to the report, is 6.8, down 0.4 from a year ago. Average sets-in-use, 22.0, is down 3.9 from last report, up 0.9 from a year ago. Average available audience is 73.6, down 1.6 from last report, down 2.4 from a year ago.

Canada Day Leaders

CANADIAN DAYTIME programs lead in popularity according to the June daytime national ratings report of Elliott-Haynes Ltd., Toronto research organization, which has just been issued. *They Tell Me* tops the list with a listing of 17.6, followed by *Soldier's Wife* with 16.7, *Big Sister* with 16.6 and *Happy Gang* with 15.4. Other leading daytime programs are *Road of Life* in fifth place, followed by *Vic & Sade*, *Ma Perkins*, *Lucy Linton*, *Pepper Young's Family* and *Women of America*. Sets in use were highest for *Happy Gang* with 22.7. All programs show a drop in the number of sets in use in June from the May report. French language-programs show more sets in use with the leading program *Quelles Nouvelles* having a program rating of 31.7 and 43.4 of the sets in use. *Jeunesse Doree* is second in popularity with a rating of 29.6, followed by *Joyeux Troubadours* (the French version of *Happy Gang*), *La Rue Principale*, and *Grande Soeur*.

Canada Recruiting

DOMINION OF CANADA, Dept. of National Defence, Ottawa (Army recruiting), has started *Night Train*, quarter-hour transcribed dramatized interviews with men in the services, on practically all Canadian stations. Account was placed by the Advertising Agencies of Canada, Wartime Group, Toronto.

THE BROTHERS WHEELAHAN

Bomber Pilot Turns Plane Into 'P24'; Trainee Gets Out of Tight Spot

Harold and John Wheelahan

2D LT. JOHN E. WHEELAHAN, B-24 bomber pilot in the European theatre, and his brother, Harold M. Wheelahan, in naval aviation training [BROADCASTING, April 19, 1943], recently had some thrilling experiences. Both are former employes of WSMB New Orleans, where Harold M. Wheelahan, their father, is general manager.

Harold made a single stick landing under adverse conditions at his training base a few months ago. His brother was returning from bombing an oil refinery when anti-aircraft fire disabled the No. 1 & 4 engines of his plane.

Easy Prey

The loss of speed and altitude caused the bomber to become a straggler and drop out of the formation, thus making it easy prey for German fighters. American fighter support was not scheduled for another 20 minutes and the ME 109s swarmed in for the kill.

B-24s are noted for their firepower in the nose, so the German pilots elected to attack from the tail. However, as the 109s came in, Lt. Wheelahan rolled and turned in steep banks—always keeping the deadly nose guns blazing on the fighters. German pilots had never seen a bomber perform like a fighter and so the first group gave it up as a bad job.

The end was not yet in sight. With the fuel supply exhausted in one of the remaining engines and on a single engine operation, the second wave of six German fighters streamed in for the attack. The lead ship in the formation went down smoking under the deadly fire of the navigator and the others began to close in on all sides.

Like the days of the U. S. Cavalry saving the victims of the Indian attack, from out of the sun roared a squadron of P-38 Lightnings to disperse the German planes.

Lt. Wheelahan limped his B-24 back to England literally on "a wing and a prayer". Next day the commanding officer and members of the crew expressed their praise of a job well done.

KDKA
PITTSBURGH

No. 541 Magnetic Cutterhead
ideal
frequency
response

— flat within ± 2 db. to 9,000 cycles, with an exceptionally low distortion content.

Measured by the "light" method, the Fairchild Magnetic Cutterhead reveals an ideal curve for instantaneous recording.

And mechanically, it offers exclusive features that damp the moving armature; that permit its accurate adjustment without disassembly of the cutterhead; and that fully modulate the groove at 98 lines per inch with a minimum of distortion — a feature extremely desirable in making masters for pressing.

Standard with the No. 539 Fairchild Recorder, the No. 541 Magnetic Cutterhead is easily adapted to any recorder.

With professional use in mind, all Fairchild recording instruments are built to meet the exacting requirements of the radio and communications fields. To electronic skill Fairchild has added the plus of exceptional mechanical skill — skill long practiced in .0002″ tolerance production of aerial cameras, electronic devices and radio direction finders.

The result of persistent research to provide unusually high volume level recording with exceptionally low distortion content is the No. 541 Magnetic Cutterhead. Descriptive and priority data are available.

SOUND
EQUIPMENT

Fairchild CAMERA
AND INSTRUMENT CORPORATION

88-06 Van Wyck Boulevard, Jamaica 1, N. Y. • *New York Office:* 475 Tenth Avenue, New York 18, N. Y.

SOUND EQUIPMENT - *PRECISIONIZED* - mechanically and electronically - *FOR FINER PERFORMANCE*

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WAAF Chicago

Peter Fox Brewing Co., Chicago, 30 *sa* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.

Lee Specialty Co., Chicago (midget adding machine), 6 *sp* weekly, 52 weeks, thru Triangle Adv. Agency, Chicago.

Tavern Pale, Chicago (beer), 24 *sa* weekly, 52 weeks, thru Campbell-Mithun, Chicago.

WHO Des Moines

Macfadden Publications, New York (*True Story*), 52 *t*, thru Raymond Spector Co., N. Y.

Pillsbury Flour Mills, Minneapolis, 8 *ta* weekly, 52 weeks, thru McCann-Erickson, Minneapolis.

Tome Bros., Des Moines (coffee & spices), 2 *sp* weekly, 52 weeks, thru Son De Regger & Brown, Des Moines.

WQXR New York

American Express Co., New York (Travelers Cheques), 2 *sp* weekly, 13 weeks thru Caples Co., N. Y.

Eppens Smith Co., New York (Holland House Coffee), 3 *ne* weekly, 26 weeks, thru Scheck Adv., Newark, N. J.

Twentieth Century Fox Corp., New York, 70 *sa* weekly, 52 weeks, thru M. H. Hackett Inc., N. Y.

WAOV Vincennes

Vincennes Steel Corp., Vincennes, 48 *t*, direct.

Terre Haute Brewing Co., Terre Haute, 14 *ne* weekly, 26 weeks, thru Pollyea Adv. Agency, Terre Haute.

Gulf Oil Corp., Pittsburgh, 2 *t* weekly, thru Young & Rubicam, N. Y.

KGO San Francisco

Comic Corp., of America, New York (*Band Leaders*), *sa*, thru Ralph H. Jones Co., N. Y.

Colgate-Palmolive-Peet Co., Jersey City, (Supersuds, Palmolive Soap), 9 *ta* weekly, 26 weeks, thru Wm. Esty & Co., N. Y.

WMAL Washington

Newspaper Institute of America, New York (correspondence course), 4 *ne* weekly, 52 weeks, thru Kaplan, Siesel & Bruck, N. Y.

Nehi Corp., Columbus, Ga. (Royal Crown Cola), *ta*, 52 weeks, thru BBDO, N. Y.

WJZ New York

Berkshire Knitting Mills, Reading, Pa., *sa*, thru Geare-Marston, Philadelphia.

J. C. Eno (U. S.) Ltd., Bloomfield, N. J. (Eno Effervescent Saline), *t*, weekly, 13 weeks, thru Atherton & Currier, N. Y.

Campbell Soup Co., Camden, N. J. (Beef Noodle Soup), 17 *ta*, weekly, thru Foote, Cone & Belding, N. Y.

Golden Brand Food Products Co., Philadelphia (Cream-Wipt salad), *sa*, thru J. M. Korn & Co., Philadelphia.

Quaker City Chocolate & Confectionery Co., Philadelphia, *sa*, *ta*, weekly, 26 weeks, thru Earl A. Buckley, Philadelphia.

Wesson Oil & Snowdrift Co., New Orleans, La., 2 *ta* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

Continental Baking Co., New York (Wonder Bread), *ta*, weekly, thru Ted Bates Inc., N. Y.

Rubsam & Horrman Brewing Co., New York, 5 *ne* weekly, thru Samuel C. Croot Co., N. Y.

J. C. Eno, Bloomfield, N. J. (Eno saline, other products), *t* weekly, 52 weeks, Atherton & Currier, N. Y.

Foster-Milburn Co., Buffalo (Doan's pills), 5 *ta* weekly, 52 weeks, thru Street & Finney N. Y.

WOR New York

Peter Paul Inc., Naugatuck, Conn. (candy), 3 *ne* weekly, 52 weeks, thru Platt-Forbes Inc., N. Y.

Manhattan Soap Co., New York (Sweetheart Soap), 3 *ne* weekly, 52 weeks, thru Franklin Bruck Adv., N. Y.

Ward Baking Co., New York (Tip Top Broad), 3 *ne* weekly, thru J. Walter Thompson Co., N. Y.

Mentholatum Co., New York (salve), 3 *ne* weekly, thru J. Walter Thompson Co., N. Y.

Grove Labs., St. Louis (Grove's Cold Tablets), 3 *ne* weekly, 26 weeks, thru Russell M. Seeds Co., Chicago.

KECA Los Angeles

Federal Life & Casualty Co., Los Angeles (insurance), 4 *sp* weekly, 52 weeks, thru Dean L. Simmons Adv., Hollywood.

Thrifty Drug Co., Los Angeles (Southern California chain), 5 *ne* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.

McIlhenny Co., Avery Island, La. (tobasco sauce), 4 *t* weekly, 39 weeks, thru Aubrey, Moore & Wallace, Chicago.

McKesson & Robbins, Bridgeport, Conn. (Bax), *t* weekly, thru Ivey & Ellington, N. Y.

Nehi Corp., Columbus, Ga. (Par-T-Pak), 2 *sa* weekly, 52 weeks, thru BBDO, Los Angeles.

KMPC Hollywood

Stulz Sickle Steel Co., Los Angeles (institutional), *sp* weekly, 13 weeks, thru Hixson-O'Donnell Adv., Los Angeles.

Sparkletts Drinking Water Corp., Los Angeles, 6 *ne* weekly, 39 weeks, thru Raymond R. Morgan Co., Hollywood.

McFadden Publications, New York (*True Story* magazine), 10 *sa*, thru Raymond Spector Co., N. Y.

KFRC San Francisco

Fontana Food Products Co., San Francisco (Fontana products), *sp* weekly, 13 weeks, thru Long Adv. Agency, San Francisco.

Mother's Cakes & Cookies Co., Oakland, Cal., 5 *ne* weekly, 13 weeks, thru Emil Reinhardt Adv. Agency, Oakland.

Sir Francis Drake Hotel, San Francisco (hotel), 3 *sp* weekly, 13 weeks, thru King Harrington Adv. Agency, San Francisco.

Murine Co., New York (eye wash), *ta* weekly, 13 weeks, thru BBDO, N. Y.

Packard Bell, Los Angeles (radios), *ta* weekly, 13 weeks, thru Barton A. Stebbins Adv. Agency, Los Angeles.

KHJ Hollywood

Durkee Famous Foods, Oakland, Cal. (Troco), 2 *sa* weekly, 52 weeks, thru Emil Reinhardt Adv., Oakland.

Hartz Mountain Products, New York (bird seed), 3 *t* weekly, 26 weeks, thru George H. Hartman, Chicago.

20th Century-Fox Film Corp., Hollywood, 2 *sa* weekly, 52 weeks, thru Western Adv., Los Angeles.

Kellogg Co., Battle Creek, Mich. (Raisin Bran Flakes), 5 *sa* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.

Joe Lowe Corp., Los Angeles (Popsicles), 21 *ta* weekly, 13 weeks, direct.

KNX Hollywood

Cracker Jack Co., Chicago (Cracker Jack, Angelus Campfire, Receyse Marshmallows), *sp* weekly, 52 weeks, thru Rogers & Smith, Chicago.

Owl Drug Co., San Francisco, 6 *t* weekly, 52 weeks, thru Ruthrauff & Ryan, San Francisco.

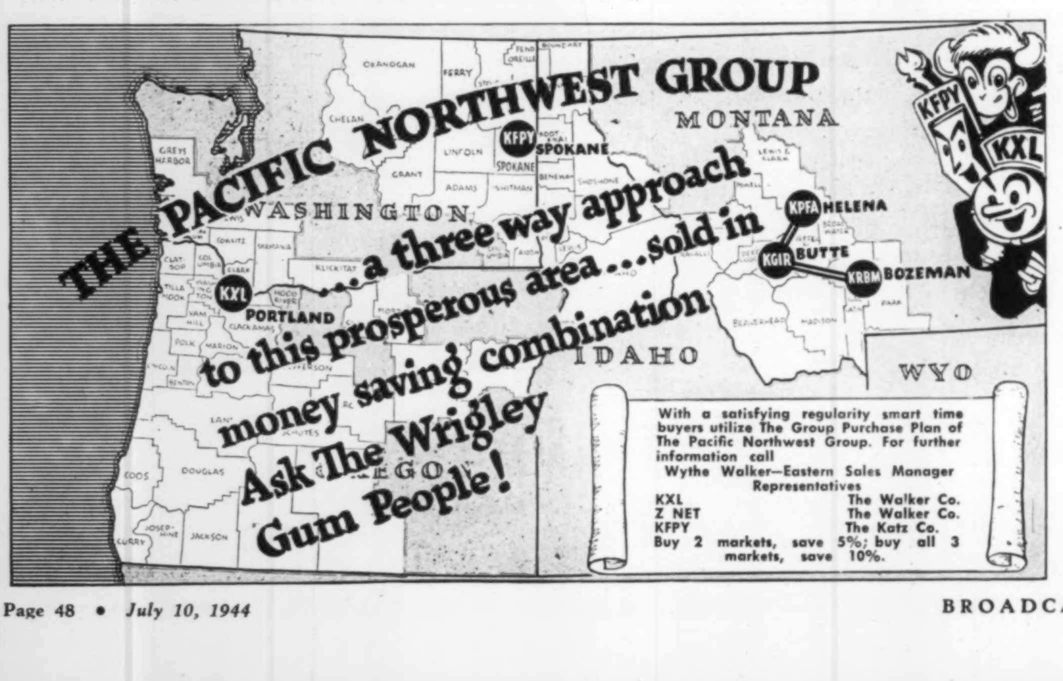
Sparkletts Drinking Water Corp., Los Angeles (bottled water), 5 *sp* weekly, 13 weeks, thru Raymond R. Morgan Co., Hollywood.

WBBM Chicago

John Puhl Products Co., Chicago (Fleecy White bleach), 12 *sa* weekly, 13 weeks, thru Roche, Williams & Cleary Inc., Chicago.

The Cracker Jack Co., Chicago (popcorn products), 2 *sa* weekly, 52 weeks, thru Rogers & Smith, Chicago.

McKesson & Robbins, Bridgeport, Conn. (Bax vitamins), 5 *sa* weekly, 52 weeks, thru Ivey & Ellington, Philadelphia.



With a satisfying regularity smart time buyers utilize The Group Purchase Plan of The Pacific Northwest Group. For further information call
Wythe Walker—Eastern Sales Manager
Representatives
KXL The Walker Co.
Z NET The Walker Co.
KFPY The Katz Co.
Buy 2 markets, save 5%; buy all 3 markets, save 10%.

West Coast Video Firm Is Headed by Swallow

Mr. Swallow

WITH POSTWAR plans, formation of a new firm, Television Enterprises Inc., headquartered at 9130 Sunset Blvd., Hollywood, has been announced by John W. Swallow, president. While not revealing names of other corporate members, Mr. Swallow stated the firm will concentrate on commercial advertising film and is prepared to accept new ideas on television as well as assist in marketing them. Besides having organized a strong production association with major motion picture producing units, Television Enterprises also has made tie-ups with leading Hollywood cartoonists and animators, he emphasized. Considerable work is planned with 16 mm. film.

Pioneer in Pacific Coast radio, Mr. Swallow for the past seven years was NBC western division program manager and resigned that post on June 1 to organize the new corporation. He joined NBC in 1932 as manager of the then newly created Hollywood office. Prior to that he was manager of KFAC Los Angeles. Mr. Swallow entered the advertising field in 1928 and was also one of the country's first radio editors.

Educational Video Show Put On by Storm Agency

AS AN experiment in education by television, Charles M. Storm Co., New York advertising agency, last Wednesday presented an "illustrated lecture" on natural history on WABD New York, Du Mont Video station. Plant life 300 million years ago was the subject of the half-hour session, conducted with the showing of slides and actual specimens, by Jay T. Fox, explorer, naturalist and photographer.

If the program is successful, the agency plans a regular educational series as a "television university of the air." According to Raymond E. Nelson, vice-president in charge of radio and television at Storm, the project is an attempt to "find a workmanlike method to combine showmanship and education and to prevent a repitition of the situation in radio where an education program is almost invariably synonymous with low rating."

Peralta on Coast

PERALTA WINE Co., San Francisco (Monte Cristo wine), on Aug. 8 starts sponsoring *Count of Monte Cristo* on 16 Don Lee California stations, Tuesday, 8-8:30 p.m. (PWT) with transcribed repeat on 10 Don Lee Oregon stations, Tuesdays, 10-10:30 p.m. (EWT). Contract is for 13 weeks. Because of an Oregon law forbidding wine advertising on the air before 10 p.m. program will be transcribed for repeat. Agency is Foote, Cone & Belding, San Francisco.

TOOTHSOME SMILES were in order at Hollywood script huddle which preceded initial broadcast of the NBC *Charlotte Greenwood Show*, summer replacement for *Bob Hope Show*. Half-hour comedy series is sponsored by Pepsodent Co. Dapper dentifrice-minded quintet (l to r) are James A. Barnett, vice-president of Pepsodent Co.; Martin Broones (seated) co-producer of program; Lewis S. Frost, NBC Western division program director; J. Hugh E. Davis, account executive of Foote, Cone & Belding, agency servicing account; John Guedel, who is co-producer.

Radio Advertisers

AMAMI Distributor Inc., New York, has appointed Bergin & Nolan, New York, to handle advertising for Amami cosmetics, which include shampoos, henna dye and an oatmeal cream. Firm is resuming consumer advertising gradually, after a 10-year period of relative inactivity in promotion. A former spot radio advertiser in the New England region, Amami may return to radio, although none has been scheduled for the next three or four months.

CARSON, PIRIE SCOTT Co., Chicago (department store) has signed a 52-week renewal for *Wishing Well*, featuring Mary Paxton, Monday through Friday, 8:45-9 a.m. on WGN Chicago. Agency is Wade Adv., Chicago.

W. A. TAYLOR & CO., New York, in several markets where it cannot reach consumers with space advertising because of display limitations, is using spot radio in an eastern drive for Valiant California Burgundy. Last month Taylor started sponsorship of quarter-hour programs two and three times weekly on WSAY Rochester and WIBX Utica. Agency is Charles W. Hoyt Co., New York.

BOZEMAN CANNING Co., Mt. Vernon, Wash., (Pictsweet frozen food), on July 3 started sponsoring daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX Hollywood. Contract is for 52 weeks. Placement is through Ruthrauff & Ryan, Seattle.

KERR GLASS Mfg. Co., Los Angeles, has named Raymond R. Morgan Co., Hollywood, as agency for mason jars.

WITH four participating sponsors, a new five-weekly half-hour women's morning program, *Hodge Podge Time*, has been started on KMPC Hollywood. Sponsors are Payne Furnace Co., Beverly Hills, through Knollin Adv., San Francisco; Golden West Products Inc., Los Angeles (peanut butter), through Brooks Adv., Los Angeles; Mee Distributing Co., Los Angeles (Shamrock Suds, Pen-Tex washing powder), through Harry J. Wendland Adv., Los Angeles; Dr. Scholl Foot Comfort Shops, Los Angeles (food aid, comfort appliances), placed direct.

GIANT TIGER, Philadelphia (super food market chain), to emphasize its self-service system, has started a transcribed spot announcement campaign on WFIL Philadelphia to continue for 52 weeks. Initial spots are musical. Account was placed through M. Murray Vernik Agency, Philadelphia.

GARDEN STATE RACING Assoc., Camden, N. J., has scheduled a series of spot announcements on WFIL Philadelphia to call attention to the current horse-racing season at the Garden State track. An indefinite number of announcements will be used over a 10-week period. Account was placed through Al Paul Lefton Agency, Philadelphia.

SUN Shipbuilding & Drydock Co., Chester, Pa., adds another program series on a Philadelphia station in its extensive use of radio to recruit new workers. Started July 1, war plant took over sponsorship of *Music by Warrington* on WCAU, presented Saturdays 6:15-6:30 p.m. Contract is for an indefinite period, placed direct.

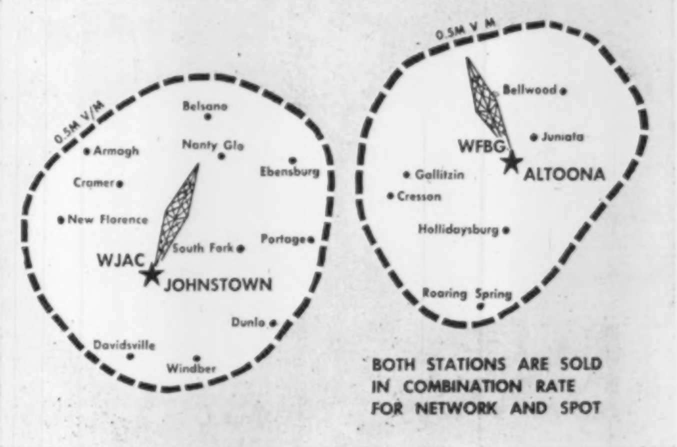
FOREST LAWN Memorial Park Assn., Glendale, Cal. (burial service), on July 11 starts sponsoring weekly quarter-hour program *Tapestries of Life* on KNX Hollywood. Contract is for 52 weeks. Agency is Dan B. Miner Co., Los Angeles.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

WJAC JOHNSTOWN NBC WFBG ALTOONA

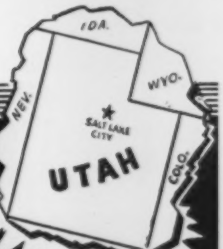
These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

Reach the ACTIVE SALT LAKE MARKET



KDYL
Through UTAH'S NBC STATION

S. S. FOX, President and General Manager

National Representative
JOHN BLAIR & CO.

"Plug" Kendrick says:

Here's a **WINN***er!*

AVAILABLE

The Green Hornet
9:30-10:00 A.M.
Saturday morning

A Proven RESULTS show for mass audience

Write, wire or call

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION *in*
LOUISVILLE, KY.

•

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

BARBARA ANN BAKING Co., Los Angeles (bread), on July 4 for five weeks renewed *Pay Day Quiz* on two Don Lee California stations (KHJ KFXM), Tues., 8-8:30 p.m. (PWT). Agency is Scholts Adv., Los Angeles.

SECURITY First National Bank, Los Angeles, sponsoring the weekly quarter-hour *Nelson Pringle—News Analyst* on KNX Hollywood. Contract, for 44 weeks, started June 18. Bank also sponsors twice weekly quarter-hour commentary of Larry Smith on KFI Los Angeles. Agency is Dana Jones Co., Los Angeles.

PANAIR do Brasil, S. A., has named McCann-Erickson in Rio de Janeiro to handle its advertising.

GOLD FURNITURE Co., Los Angeles (retail), has started sponsoring a five-weekly 15 minute recorded musical program *Gold Rhythm Matinee* on KMPC Hollywood. Contract is for 52 weeks with placement through Smith & Bull Adv., Los Angeles.

JOSEPH X. KENNELLY, assistant advertising manager of Canada Dry Ginger Ale, will supervise advertising and sales promotion for Spur in this country.

TEMPLETONS Inc., Buffalo and Toronto, begins a repeat campaign July 10 for its hay fever and asthma remedy on WLW Cincinnati through the station's sales subsidiary, Specialty Sales. Company in August will double its schedule to six quarter-hour programs weekly. Agency is Armand S. Weill Co., Buffalo.

KNOX Co., Hollywood (Cystex, Mandaco, Nixodere), on June 22 started sponsoring a seven-weekly quarter-hour newscast on KJBS San Francisco. Contract is for 52 weeks. Agency is Allen C. Smith Adv. Co., Kansas City.

GRAYBAR ELECTRIC Co., St. Louis, has been named distributor of Admiral Radios and Major Appliances for Southern Illinois and Eastern Missouri.

Pep Boys' 'Dawn Patrol' Hits 10,000-Hour Mark

CELEBRATING its 10,000th consecutive hour of sponsorship on WIP Philadelphia, Pep Boys (auto accessory chain), donated its entire program to the Treasury Dept. for the Fifth War Loan Drive July 2, originating its *Dawn Patrol* show from the Victory Ballroom of Atlantic City's Steel Pier.

Claimed to be the oldest commercial show under the same sponsorship in radio, the *Dawn Patrol* is aired seven days weekly, 1 a.m. to 6:45 a.m. Newscasts, weather reports, transcriptions and public service events feature the program, which is supervised by Emanuel Rosenfeld, vice-president of Pep Boys. The five-hour celebration broadcast included a congratulatory talk by Benedict Gimble Jr., president of WIP.

Radio for Holiday

OF 1,804 department and specialty stores queried on their 1944 Christmas promotion plans, 78% indicated that they would use some radio although broadcasting would receive only a small portion of the budget, with newspapers alloted a high percentage. Information is contained in a survey, just completed by Meyer Both Reports Co., New York, on retailers' holiday plans in regard to media, starting date for promotion, institutional vs. straight product advertising, employe recruitment plans and other phases of retail promotion.

Agencies

PHIL CLELAND, account executive of N. W. Ayer & Son, New York, will join Benton & Bowles, New York, in a week or 10 days. He is expected to handle a portion of the General Foods account.

H. L. McCLINTON, vice-president in charge of radio of N. W. Ayer & Son, New York, is recovering from an operation and will resume his work on a parttime basis shortly.

JAMES M. NELSON, manager of the New York office of Ralph H. Jones Co., from 1936-1940, has rejoined the agency as vice-president and account executive in the Cincinnati office. For the last two years he has been associate editor of *American* magazine.

HUBERT CHAIN, head of radio production at William H. Weintraub & Co., New York, last week resigned to form his own production agency. Office headquarters have not been selected. Mr. Chain will continue serving the Weintraub agency on a freelance basis.

FRANK J. O'KEEFE, formerly of Lawrence I. Everling Agency, Philadelphia, has joined the copy staff of Geare-Marston, Philadelphia.

ADOLPH STRAUSS, for the past 20 years advertising manager of Pep Boys, Philadelphia auto supply firm, has resigned to open his own agency in the Fidelity Philadelphia Trust Bldg. Mr. Strauss, who will continue to handle the Pep Boys account and the Strauss associates advertising, will specialize in advertising and merchandising. He will be assisted by Tom F. Harkins. Phone is Pennypacker 8188.

HENRY J. KAUFMAN Adv. Agency, Washington, received eight awards in nationwide advertising competition at the 10th annual advertising awards competition staged by the National Advertising Agency Network.

FLORENCE CLEMENTS, former Seattle office manager of OWI domestic division, has been appointed space and time buyer of Allied Adv. Agencies, Seattle.

LORENE FRAZEE, former assistant to G. E. Hyde, vice-president of McCann-Erickson, New York, has been made space and time buyer of John H. Riordan Co., Los Angeles.

R. A. BARFORD, director and account executive of J. J. Gibbons Ltd., Toronto, is resigning from the agency on August 1 to become general manager of Thomson Publications Ltd., new company formed by Roy Thomson, owner of Northern Ontario stations and various newspapers.

FRED R. THORNTON, former art director, has been advanced to account executive of Leo Burnett Co., Chicago.

You can't Cover the Southwest without **KWFT**

KANSAS
OKLAHOMA
KWFT
WICHITA FALLS
NEW MEX.
TEXAS

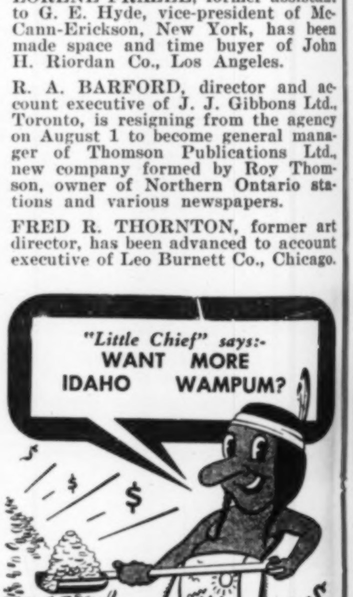
KWFT
5,000 WATTS 620 KC.

Check the CBS listening area survey — and you'll see that KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.

COLUMBIA AFFILIATE—Wichita Falls, Texas

Represented by PAUL H. RAYMER CO.

New York Chicago Detroit San Francisco Los Angeles



KSEI
POCATELLO · IDAHO

BOB NOVAK, until recently radio director of the Greater New York Fund and formerly in Young & Rubicam's production department, has been appointed to the staff of the popular division of National Concert & Artists Corp., New York.

NANCY LOUGHRAN, former copywriter, R. H. Macy & Co., and other department stores, and with King Features Syndicate, has joined Charles M. Storm Co., New York.

NELSON ARGUESO, who resigned recently as comptroller of Pedlar, Ryan & Lusk, New York, has been named assistant treasurer of Doherty, Clifford and Shenfield, New York.

CARLE B. ROBBINS, for the last 10 years in the advertising division of the appliance and merchandise department of General Electric Co., Schenectady, has joined the executive staff of Tracy, Kent & Co., New York, to supervise copy and account work.

Buys Into Western

HALF INTEREST in Western Advertising Agency, Los Angeles, has been purchased by Edward Keeler from Ed C. Northridge, now in the Navy. Mr. Keeler is resigning from Don Lee network to become general manager of Western. He had been with the agency before going to Don Lee. Western's new address is 718 S. Flower St., Los Angeles 14. Telephone is MIchigan 8731.

Burnett to Agency

JACK BURNETT, assistant director of CBS central division special events and publicity, has been appointed publicity director of Foote, Cone & Belding, Chicago. Burnett, for nine years sports director of WGN Chicago, and publicity agent for Sonja Heine, will not sever connections with CBS until termination of the National Democratic Convention in Chicago.

WPB Honors RCA

WAR PRODUCTION Board, in a national ranking of firms with the greatest number of workers who have contributed time-saving ideas for war work, has placed RCA's Victor Division, Harrison, N. J., in fourth place. Plant is credited with 13 certificates for production ideas and 62 honorable mentions, totaling 75 national awards from the WPB. RCA points out that through a "suggestion system" its employes have turned in more than 50,000 production ideas since Pearl Harbor.

Mary Dunlavey Named By Pedlar, Ryan & Lusk

MARY DUNLAVEY, formerly on the timebuying staff of Ruthrauff & Ryan, New York, has been appointed chief timebuyer of Pedlar, Ryan & Lusk, New York. She succeeds Helen Wilbur, who was appointed timebuyer for Doherty, Clifford & Shenfield, New York. No replacement for Miss Dunlavey has been named by Ruthrauff & Ryan. Before joining R & R, she was chief timebuyer for Erwin, Wasey & Co., New York, and prior to that was with the Overseas Branch of the Office of War Information.

MARY DUNLAVEY

SEARS & AYER, Inc., Chicago, have been appointed national representatives for KWFC Hot Springs, Ark., according to William E. Ware, general manager of KWFC.

CBC TO SET UP FM TEST IN MONTREAL

CANADIAN Broadcasting Corp. will use part of its $100,000 experimental account shortly to set up an FM station at Montreal, where previous experiments in FM had been carried on, Dr. A. Frigon, CBC acting general manager, told the closing sitting of the Parliamentary Committee on Broadcasting at Ottawa. He also told the committee that 34 Canadian stations had been notified they could increase power to 5 kw.

Answering the brief of the Canadian Assn. of Broadcasters, for the establishment of a three man judiciary board, details of which were presented at the previous session of the committee by CAB counsel, Joseph Sedgwick, Toronto, Dr. Frigon stated that such a body would be inclined to exercise its authority with "more energy than we ourselves who know broadcasters' difficulties so well." He stated that the CBC was always impartial when dealing with privately-owned stations.

Divorcement of newspaper ownership from radio stations was urged on the committee by M. J. Coldwell, a committee member and leader of the Cooperative Commonwealth Federation.

The committee is to make its recommendations to Parliament as to changes in the Radio Act and regulations, based on the hearings, and as to whether or not there should be a fulltime chairman of the CBC responsible for policy, with the general manager responsible for administration.

Wichita KFH

Part of the Assembly Line at Wichita's Beech Aircraft—Beechcraft Photo

America's *Number One* Boomtown!

Wichita leads them all—the *first city in the United States* in factory wage earner employment gains! Using 1937 as the base, 100, the Bureau of Labor Statistics has indexed Wichita at 939.4—with only one other city, Long Beach, even a close second. What does this figure mean to you, an advertiser? . . . Just that the constantly increasing number of big money makers has made booming Wichita *first* in the great Southwest in sound, solid *sales gains*, too . . . with monthly retail sales up to $16,000,000. Wichita has important money to spend today and is anticipating an ever-progressive tomorrow, with its *permanently placed* aircraft industries in the Aviation Center of the Americas.

Your sales gains in booming Wichita will *stick* if you stick to that Selling Station in Kansas' Richest Market—

KFH
WICHITA

Wichita is a Hooperated City—Get the Facts at an Edward Petry Office

CBS • 5000 WATTS DAY & NITE • CALL ANY PETRY OFFICE

WING

Basic Blue
WING
is
DAYTON
OHIO'S
No. 1
Choice of
Merchants
Using Radio

Ronald B. Woodyard
Exec. Vice President

Dayton, Ohio

WEED & CO. National Representatives

sell Durham*

N. C.'s

3rd city

cheaper

with

WDNC

COLUMBIA NETWORK

*'43 pop. 60,000

Represented by Howard H. Wilson Co.

Get This!

We're specialists when it comes to having things laid in our lap with the challenge to "produce or else!"

You advertisers with tough assignments don't scare us—in fact we glory in your company.

Take a ride on the band - wagon that plays to one of America's greatest direct response audiences and gets big results!

ASK A JOHN BLAIR MAN

Columbia Network

5,000 WATTS

A FORT INDUSTRY STATION

WMMN

FAIRMONT, W. VA.

Babe Ruth Series

BABE RUTH on July 8 started a Saturday morning quarter-hour sustainer on NBC, similar to his summer program of last year, with a group of New York boys plying him with baseball questions. In turn the baseball star tosses questions at the boys. There is a cash prize for the one who answers the last query on each program, on the service identification of a famous diamond player, now in the armed forces. Ben Grauer, NBC announcer, serves as "umpire."

WHUB to CBS

WHUB Cookeville, Tenn., on July 10 joined CBS as a supplementary outlet. Station, which is nearly four years old, operates on 1400 kc unlimited time and is owned and operated by WHUB Inc.

HOWARD LE SIEUR, production manager of United Artists Corp., New York, has been promoted to sales promotion manager. Previously he was contact man on the Paramount Pictures account for Hanff-Metzger Co., now Buchanan & Co.

THE VOICE OF MISSISSIPPI

WJDX

5,000 L
1,000 N

JACKSON

N. B. C.

BLACK GOLD IN MISSISSIPPI

New oil discoveries in Mississippi during the past few months have definitely placed the "Magnolia State" in the forefront of Southern oil-producing states. Approximately 400 wells are now producing from eight proven fields.

Mississippi is now considered the most potential oil-producing state east of the Mississippi river.

Yes, black gold is bringing about a new era of prosperity in growing Mississippi. Jackson bids fair to become the oil capital of the South Central states. And WJDX—"The Voice of Mississippi"—continues to DOMINATE this profitable, growing market, and can give you EXTRA results.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

SHOULD AULD ACQUAINTANCE get together sometime? They should, and did, as this picture proves. These old-timers started in radio 22 years ago with Leo J. Fitzpatrick's *Kansas City Night Hawks* at WDAF with the exception of Owen F. Uridge, a newcomer of only 18 years experience. The veterans at a party honoring Mr. Fitzpatrick are (l to r): Heinie Klotz, retired and living in Hollywood; Harry Kessell, owner of a Hollywood music publishing company; Steve Cady, former manager of "Gene & Glenn", who owns several California hotels; Mr. Fitzpatrick, WJR vice-president and general manager; Jack Douglas, Los Angeles resident, was the "Old Night Watchman" on WJR Detroit; Mr. Uridge, WJR assistant general manager; Chester Gruber, "Tony Cabootch" of KMOX and WLW, now m.c. on the Coast; Jack Lavin, former Paul Whiteman manager, now in booking business. Lee Mansfield, blind California night club player, is at the piano, as the oldtimers warble in close harmony.

Perfume Plans

WAVERLY LABS., New York, has appointed Badger, Browning & Hersey, New York, to handle advertising for toiletries which include Come to Me perfumes, Creme Cologne and Spar bath foam. With distribution now extending from department to drugstores, firm is expanding promotion as new territories are added. Newspaper schedule may be supplemented by radio in the early fall, when final media plans will be set.

'Blondie' for Colgate

COLGATE - PALMOLIVE-PEET Co., Jersey City (Super Suds), on Oct. 28 will start sponsorship of *Blondie* on CBS Sundays, 8-8:30 p.m. Goodyear Tire & Rubber Co. is discontinuing its Sunday night CBS *Walter Pidgeon* show, making the time available. Talent and format of the *Blondie* series, which had been sponsored by R. J. Reynolds Tobacco Co. for five years on CBS, remains the same. Agency is William Esty & Co., New York.

ANOTHER KRNT HOOPER-DOOPER

THE DES MOINES AUDIENCE FOR DINAH SHORE IS ENLARGED—

68.8% ABOVE NATIONAL HOOPERATING

Yes, Dinah Shore and "Birdseye Foods" get a Des Moines audience 68.8% above their national Hooper. Exceptional? Not at all. The 48 CBS commercial evening shows on KRNT average 30.3% higher than their national Hooperating *(winter-spring '44)*. No wonder more than 150 national and regional advertisers use KRNT in Iowa's No. 1 market, Des Moines.

KRNT, DES MOINES • CBS • A COWLES STATION

Affiliated with
Des Moines Register-Tribune
Represented by Katz

STATION AWOL TRANSMISSION OUTAGES
1/5 10 SECONDS
3/7 3 MINUTES
4/10 30 SECONDS
6/13 12 SECONDS
11/20 10 SECONDS

CONSIDER *Continuity of Operation*

WHEN YOU SELECT A NEW TRANSMITTER

Off the air, right in the middle of a program—that's the nightmare of operating a radio station. That's when seconds seem like hours, and minutes like eternities. As though you didn't know!

Westinghouse Transmitters have been designed to cut program outage down to an almost unbelievable point. For example:

1. *Indicator Lights* show at a glance which circuit suffered an overload—even though the transmitter has returned to the air . . . making circuit checkup easy.
2. *Conservative Operation of All Tubes*—greatly increases reliability . . . lengthens tube life.
3. *Air-Cooled Tubes*—eliminate complicated and unreliable water cooling equipment.
4. *Surgeproof Metal Rectifiers* eliminate low voltage rectifier failures.
5. *Tube Life Meter* indicates the end of reliable tube life.
6. *Circuit Breakers* supply full overload and undervoltage protection automatically reducing length of outage.

We'll gladly give you complete information on these features, as well as other important advantages of Westinghouse Transmitters, such as: ***Low Operating Cost, Simplicity of Control, High Fidelity Signals, Ease of Maintenance.***

PLACE YOUR ORDER NOW
FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse Transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa. J-08079

Westinghouse RADIO DIVISION
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

. . . AM • ELECTRONICS • FM

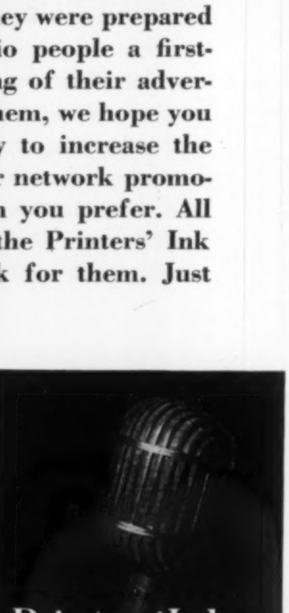
Can you answer these Radio Management QUESTIONS?

Have radio's new advertisers been really sold? How do they think when they prepare to buy? How does promotion affect them, what kind do they want? How do they feel about television?... About network option contracts?... About surveys?

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge — no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.



Printers' Ink
THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 East 42nd Street, New York 17, N. Y.

OWI PACKET, WEEK July 31

Check the list below to find the war message announcements you will broadcast during the week beginning July 31. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Prepare for Winter	X	--	--	--	--	--	--
War Bonds	--	X	X	X	X	--	--
Economic Stabilization (prices)	X	--	--	--	--	--	--
Home Canning	X	--	X	--	X	--	--
WAVE Recruiting	--	X	X	X	X	--	--
V-Mail	--	--	--	--	--	X	X

See OWI Schedule of War Messages 149 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Thomson Sells 3 Stations Buys Four Newspapers

ROY H. THOMSON, owner of CKGB Timmins, CJKL Kirkland Lake, CFCH North Bay and the *Timmins Daily Press*, has sold the Northern Quebec Broadcasting System (CKRN Rouyn, CHAD Amos and CKVD Val d'Or) in which Jack Cooke was part owner, to Radio Abiti Ltd., Amos, Que. for an undisclosed sum. Hector Authier, M.P. from Amos and former minister in the Quebec provincial government, is president of the new company. Roland Beaudry, of Montreal, is vice-president. New owners are publishers of French periodicals and books.

At the same time it was announced that Mr. Thomson had bought four Ontario evening papers, the *Sarnia Canadian Observer*, *Galt Reporter*, *Woodstock Sentinel Review* and *Welland-Port Colborne Tribune*. A license for a 1 kw station was recently issued to the *Canadian Observer*, Sarnia, but this is not being taken over by Thomson due to the recent regulation prohibiting multiple ownership of stations in the future. The Sarnia license has been taken over by H. M. Hueston, former principal shareholder of the *Canadian Observer*. The four papers constitute Thomson Publications Ltd. of which R. A. Barford, director of J. J. Gibbons Ltd., Toronto advertising agency, will be general manager.

Western Stations Aid AAF

ALL STATIONS in seven western states are being enlisted by Western Procurement District of the AAF Materiel Command headquarters in Los Angeles to aid in accurate dissemination of production news in that vital war industry area, Major Howard Adams, public relations officer, established the radio news and feature division to make available to stations information regarding contract renegotiations, terminations, lay-offs and rescheduling Major Adams stated that the bureau was established so that broadcasters can present news material in such a way as to avoid a wholesale quitting of jobs by aircraft workers to find jobs they consider safe. Lt. Joe Brechner, formerly Radio Branch, Bureau of Public Relations, War Dept., has been assigned to assist in servicing the stations.

WCSC Lease Approved

THE FCC has granted voluntary assignment of the license of WCSC Charleston, S. C., to John M. Rivers, president and general manager, on a 12 year plan involving monthly payments of $1,200 to Liberty Life Insurance Co., Greenville, owner of the station. Mr. Rivers sought to purchase the outlet in 1940 for the sum of $115,900, but the transfer was vetoed by the Commission on the grounds that only a partial transfer would be effected and the insurance company would retain "substantial financial control of the licensee corporation" while Mr. Rivers assumed no "personal financial obligation".

Canada Budget Revision Called Postwar Radio Aid

CANADIAN broadcasters, along with other Canadian corporations, benefit from the new financial budget provisions brought down in the House of Commons at Ottawa recently. Under the new provisions, which have postwar significance, companies will be able to borrow on the 20% refundable part of the 100% excess profits tax. This refundable portion is to be repaid after the war. It can now be used as collateral for borrowing. Losses in any year may now be charged back one year or forward three years for corporation or excess profit taxes.

Companies are granted double depreciation on new capital investment after a date to be set by the government; may write off as an expense, expenditures on scientific research directly or indirectly connected with the business; one-half expenditure for maintenance and repairs in a period to be fixed, may be allowed against income of previous fiscal periods in computing corporation and excess profit taxes. Customs duty was dropped on many items which have not been imported since Canada went to war to conserve United States dollars. For Canadian broadcasters these budget provisions allow more money for work in the postwar period, since many broadcasters just came out of the red as Canada entered the war, and they have paid excess profits taxes since then.

PROUDLY ★ WE HAIL

Participating in the Presentation Ceremonies in Plaza Hall, Kansas City, June 15, 1944, were, left to right above, Everett L. Dillard, owner and general manager; E. W. Chamberlin, company representative selected to accept "E" pins for employees; Major John L. Hodgin, representing the Army; J. C. Nichols, master of ceremonies, and Commander J. E. Parrott, representing the Navy.

★

OUR ARMY-NAVY "E" AWARD

". . . for High Achievement in the Production of War Materiel . . ."

TO THE MEN AND WOMEN OF
★ COMMERCIAL RADIO EQUIPMENT COMPANY ★
Kansas City, Missouri, Plant

★

"WE ARE RADIO ENGINEERING CONSULTANTS DOING A WAR JOB TODAY AND GETTING READY FOR AM-FM EXPANSION TOMORROW"

COMMERCIAL RADIO EQUIPMENT COMPANY

Washington, D. C. • Kansas City, Mo. • Hollywood, Cal.

Convention Coverage

(*Continued from page 13*)

WIOD) to serve as Radio Director for the Democratic party during the campaign, expected to arrive in Chicago July 10. He will open Convention headquarters in Parlor 21, on the fourth floor of the Stevens Hotel, which will be kept open until after the windup of the Convention. Miss Goodwin will be located at the headquarters of the Women's Division on the third floor of the Stevens, from July 11 until the close of the Convention.

National campaign headquarters will be established in the Hotel Biltmore in New York following the Convention.

Meeting with Mr. Reinsch in New York last Thursday were: Paul White and Bill Slocum Jr. of CBS; Tom Slater of Mutual; Bill Brooks and Carl Smith of NBC; G. W. Johnstone of Blue.

That radio definitely has carved itself a permanent niche in the field of local news coverage is demonstrated by the scores of letters and personal commendations received by those stations which featured their own state delegates in broadcasts not available through networks, during the Republican convention. In some instances station reporters were able to break important announcements from their delegates.

Again most of the stations, along with the networks, will cover the Democratic Convention as public interest service, although many of them have arranged to feed special bulletins to regularly sponsored newscasts. In nearly every case, however, sustaining features will be given top billing.

Among the comments on local angle coverage is one from Merle S. Jones, general manager of KMOX St. Louis. "We continue to receive from our listeners commendation for our coverage of the Republican Convention," he said. "Our listeners report that the local and regional emphasis contained in the KMOX special pickups harmoniously augmented and completed the magnificent general coverage performed by Paul White's CBS staff."

Thomas Tinsley, president of WITH Baltimore, an unaffiliated station, declared that Ian Ross MacFarlane's handling of special newscasts and particularly two news beats, brought commendation not only from listeners but from several newspapers.

Jack Paige, promotion manager of WNAX Yankton, S. D., a Cowles station, commented: "We have had very fine reaction from our coverage of the Republican Convention and look forward to the same results from the Democratic."

Plans of coverage supplementing networks and news wire services, as announced last week, follow:

New York Stations

Few New York stations were planning any special coverage beyond bringing their listeners the news as it comes off the wire service tickers. Several, however, have made special arrangements, including WOR, which again will shift the entire *Martha Deane* program to Chicago for special interviews and women's interest news as it did for the Republican meeting. WQXR, which picked up Gov. Thomas E. Dewey's acceptance address from Mutual via WOR studios, is planning a similar direct live pickup of the Democratic nominee's talk.

WHN again will use convention news of the *New York Journal American*, scheduling a daily quarter-hour and five-minute pickup from the city newsroom. Herb Pettey, managing director, will go to Chicago to make arrangements with one of the convention reporters for special daily wire bulletins for WHN.

WOV, which had a correspondent's seat at the Republican Convention, but was unable to fill it, may send its commentator, Tom Morgan, to cover by telegram or by air-mailed transcription. WMCA will use its usual *New York Times* and wire service facilities for convention news. WNYC, New York's municipal station, also will use its regular news sources. WINS plans to send Guenther Reinhardt to cover.

KSD Plans Two Daily

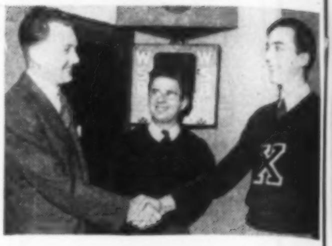
Special sustaining broadcasts from the Convention have been scheduled by KSD St. Louis for 5 and 10:15 p.m. These programs will stress political comment with feature sidelights and when possible guest speakers will be presented, following the example set at the Republican Convention when Sir Willmott Lewis, *London Times* correspondent, provided an international viewpoint for KSD listeners.

Special guests and correspondents of the *St. Louis Post-Dispatch* will augment KSD's own staff in the special broadcasts, which will supplement NBC and news wire coverage. KSD will have a booth at the Convention with direct wires to St. Louis. On the KSD-*Post Dispatch* staff will be: Raymond P. Brandt, chief Washington correspondent of the paper; Marquis Childs, columnist and member of the *Post-Dispatch* Washington bureau; Charles G. Ross, contributing editor; Ralph Coghlan, editor of the editorial page; Mrs. Jean Lightfoot Coghlan, editorial department; Boyd F. Carroll, Jefferson City, Mo., bureau; Dr. Roland G. Usher, KSD commentator and chairman of the History Dept., Washington U.

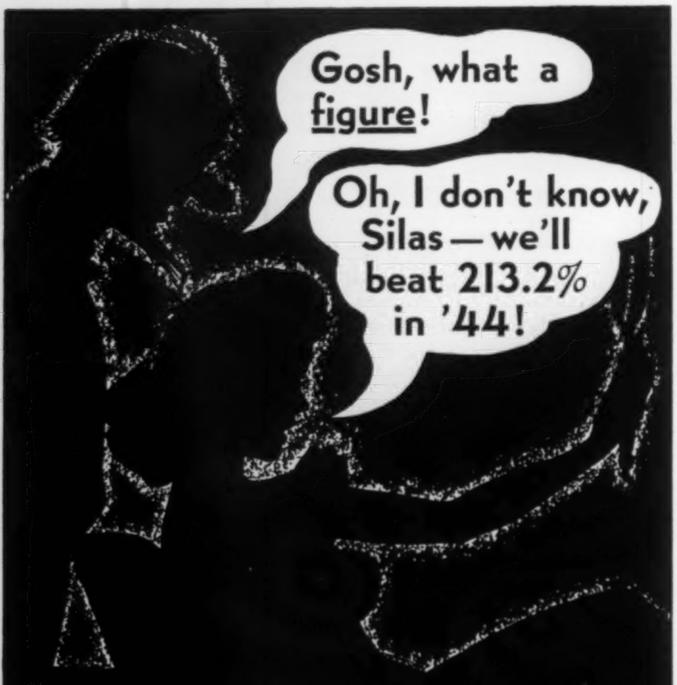
Five Daily on KMOX

Five daily direct broadcasts from the convention city will be aired by KMOX St. Louis, July 19-21 inclusive, in addition to special interviews featuring Missouri and Illinois Democratic leaders, Merle S. Jones, general manager, announced. These broadcasts will duplicate service offered its listeners by KMOX during the Republican Convention.

Scheduled pickups from the KMOX studio in the Stevens Hotel will be at 7:45 and 8 a.m. and at 5 p.m. From the Chicago Stadium special broadcasts will be heard at 12 noon and 10:15 p.m. KMOX also will carry complete CBS coverage. Representing the station will be Francis P. Douglas, news director; W. R. Wills, former Tokyo correspondent for CBS and KMOX news analyst; Katherine Darst, newspaper columnist who will report the human side of the Convention through a woman's eyes; Gordon Sherman, engineer; Arthur J. Casey.



NEW RADIO CHIEF of the Democratic National Committee, Leonard Reinsch, is congratulated by Aubrey Morris, president of the Henry W. Grady School of Journalism chapter of Sigma Delta Chi, professional journalistic fraternity into which Mr. Reinsch has been initiated. In the center is Stelljes Nichols, secretary of the University of Georgia chapter. Mr. Reinsch is director of the three Cox stations, WSB WIOD WHIO.


Gosh, what a figure!
Oh, I don't know, Silas—we'll beat 213.2% in '44!

North Dakota farmers had 213.2% more farm income in 1943 than in '39—and the national figure was only 128.3%. But '44 will be even better than that, out here in WDAY-land. We're the hub of the Red River Valley. You don't have to take our word for what that means. Look it up in the Encyclopedia Britannica—and read that we're in one of the richest agricultural areas in the world. Better yet, buy some time on WDAY, and read the figures off your sales records! Free & Peters, Inc., knows our availabilities.

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC.
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

KMOX director of public relations who will supervise all pickups.

WROK Rockford, Ill., will use transcriptions for on-the-spot coverage by Bill Traum, news editor. Records for two daily newscasts will be made by Mr. Traum.

KSO-KRNT Cut-ins

Direct wire cut-ins on every newscast scheduled will be featured by KRNT and KSO Des Moines, key stations of the Iowa Broadcasting Co. Stanley Dixon, Glen Law and Joe Ryan will cover the Convention for the Des Moines Cowles outlets. Special interviews will be aired in addition to the spot news angles. KRNT's *Newsroom Roundtable*, regular Tuesday feature heard at 9:30 p.m. (CWT), will be broadcast July 18 from Chicago with Messrs. Ryan, Law and Dixon discussing current issues with prominent Democrats.

KSTP Special Coverage

A news writer and announcer will represent KSTP Minneapolis-St. Paul, handling special broadcasts as the news warrants. KSTP is permitting no sponsorship of Convention coverage, handling it as a public service. In addition to direct pickups from the Stadium and Stevens Hotel, KSTP also plans to service its newscasts and to handle special bulletins by overhead.

Four Daily on KMA

Four direct pickups daily have been scheduled by KMA Shenandah, Ia., Earl E. May, station general manager, announced. In line with KMA's public service policy, the daily broadcasts from the Convention will not be sponsored. Times are 11:15 a.m., 1 p.m., 6:45 p.m., 10 p.m. Ralph Childs and Owen Saddler will handle the special broadcasts, designed to augment Blue Network coverage.

WJR Service to Sponsors

WJR Detroit plans an average of five direct pickups from Chicago with George Cushing, news editor, feeding special Convention news to WJR's regularly scheduled sponsored newscasts. Special interviews with Michigan delegates also are planned as part of the station's extra service to sponsors of newcasts, according to Leo J. Fizpatrick, general manager. Assisting Mr. Cushing will be Larry Payne, announcer, and Ned Nolan, engineer.

Reilly for WLW

Arthur Reilly will originate his daily newscasts (1:30 and 11 p.m.) for WLW Cincinnati from the Convention. As a pre-Convention feature the WLW *World Front*, fed to NBC, will originate July 16 at 12 noon (EWT) with Mr. Reilly and Jack Beall, staff commentators, participating with a guest observer, yet to be selected. Howard Chamberlain, WLW program director, is *World Front* moderator. The program was aired from Chicago June 25, preceding the Republican Convention.

WCKY
CINCINNATI
WCKY
CBS
AP
UP
NEWS
WITH
REX DAVIS
4 TIMES DAILY

GE Wires Democratic Train

GENERAL Electric Co., Schenectady, N. Y. (electronics department) has arranged to install a wire recorder on a New York Central train taking the Democratic leaders from New York to Chicago for the Democratic Convention. As the train leaves New York, platters will be cut of interviews with the leaders which will then be dropped off in Albany, to be played back on a network which has not yet been determined. Agency is Maxon Inc., New York.

Six a Day on WNAX

Two 15-minute broadcasts daily are scheduled by WNAX Yankton, S. D., in addition to network and news wire coverage. Delegates from Iowa, Minnesota, North and South Dakota and Nebraska will be interviewed from the Stevens Hotel. WNAX also will cut in from Chicago Stadium or the Stevens on four regularly scheduled newscasts. The Cowles station will transcribe interviews with Sen. Guy M. Gillette of Iowa and other members of the Senatorial delegation from the WNAX listening area. Representing the Yanktown station will be Art Smith, program director; Whitey Larsen, news analyst; Cliff Todd, chief engineer.

WSOY Shuttle Service

Since Decatur, Ill., is but three hours from Chicago, WSOY plans no direct pickups. Instead, Easter Straker, program director, and Mrs. Grace Patrick, continuity chief, will commute between the Convention and Decatur, doing special broadcasts of highlights and human interest events, according to Charles F. Bruce, commercial manager. WSOY also will carry all CBS coverage.

WICA Spots

WICA Ashtabula, O., plans to send Alfred B. Newkirk, news editor, or Walter Walrath, commentator, to handle overhead spot breaks and color, according to Robert B. Rowley, manager.

KOMA-KTUL Plans

Interest in Oklahoma is unusually keen in view of the fact that Gov. Robert S. Kerr will deliver the keynote address and KOMA Oklahoma City and KTUL Tulsa, only Oklahoma stations doing special coverage from the Republican Convention, will air direct pickups from the Democratic sessions at 3:30 and 10:30 p.m. daily, with a repeat of the night spot at 7:15 a.m. following mornings. Emphasis will be on the Oklahoma delegation and Gov. Kerr's participation. Other spot features also are planned, according to Kenyon Brown, KOMA manager, who with Bill Bryan, KOMA news editor, will handle broadcasts for both stations.

Awards on Blue

DOROTHY LEWIS, coordinator of listener activities of the NAB, will participate July 10 in a Blue network broadcast 1:45 p.m. announcing the winners of a contest for the best letters on the home. Contest was conducted through women program directors by *Parents* magazine as part of the American Home campaign of the NAB Assn. of Women Directors. Program is the concluding broadcast of the campaign in which 24 national organizations have serviced women program directors with material designed to help strengthen the concept of the American home.

Esty Names Riley

THOMAS L. RILEY, former television director of William Esty & Co., New York, has resigned to do radio and film survey for the office of Coordinator of Inter-American Affairs in South America. Part of Mr. Riley's work will be taken over by John Clark, until recently in the armed forces, who has joined the radio department of the agency.

Monarch Food Spots

REID MURDOCH & Co., Chicago (Monarch Finer Foods) started a series of approximately 30 spot announcements weekly July 10 on KSD and KXOK St. Louis. Contracts, which run for 52 weeks were placed by Rogers & Smith Adv., Chicago.

Daniel Promoted

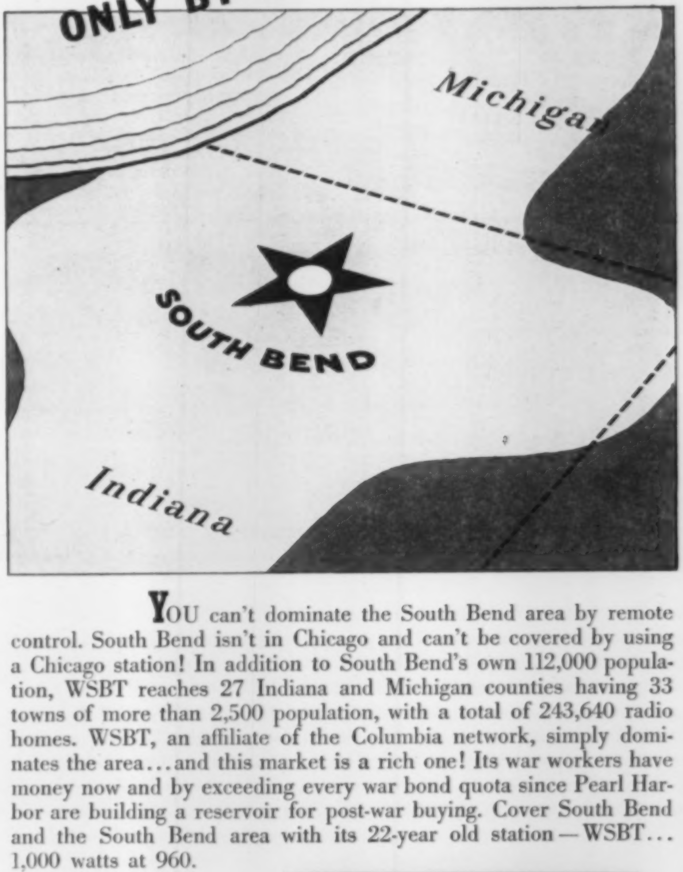
Mr. Daniel

HARBEN DANIEL, vice-president and general manager of WSAV Savannah, Ga., since its organization in 1939, was elected president of the company, succeeding the late Arthur Lucas, it was announced last week. Before organizing the Savannah NBC affiliate, Mr. Daniel was commercial manager of WSM Nashville. He helped organize Tennessee Broadcasters, which has pending an application for a new station to operate in Nashville on 1240 kc.

YOU CAN

COVER SOUTH BEND

ONLY BY BUYING WSBT



YOU can't dominate the South Bend area by remote control. South Bend isn't in Chicago and can't be covered by using a Chicago station! In addition to South Bend's own 112,000 population, WSBT reaches 27 Indiana and Michigan counties having 33 towns of more than 2,500 population, with a total of 243,640 radio homes. WSBT, an affiliate of the Columbia network, simply dominates the area... and this market is a rich one! Its war workers have money now and by exceeding every war bond quota since Pearl Harbor are building a reservoir for post-war buying. Cover South Bend and the South Bend area with its 22-year old station — WSBT... 1,000 watts at 960.

PAUL H. RAYMER CO.
National Representatives

WSBT
SOUTH BEND
COLUMBIA NETWORK

XUM

MAKIN'
THE
GRADE
IN
INCLINE (Ky.)?

If you haven't already found it out for yourself, it's darn tough goin' to make the grade in little towns the likes of Incline (Ky.). But it's a *glide* in the Louisville Trading Area, where you have 57.5% of the entire State's buying power! . . . As we may have mentioned before, WAVE is the only station that *completely* covers the Louisville Area *at low cost!* . . . That's why more and more smart advertisers are concentrating on Louisville, with WAVE. Want *all* the facts?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

Now Is Best Time to Make Mistakes In Television, Asserts R. E. Nelson

"TELEVISION is here right now and the time for experimentation is also now," Raymond E. Nelson, vice-president and director of radio and television of Charles M. Storm Co., New York, told last Thursday's session of the Summer Television Seminar conducted by the Radio Executives Club of New York.

Expressing full cognizance of the future technical developments of television, Mr. Nelson continued: "We feel that television programming will have to come up to those improvements if it is to be fully acceptable to the millions of postwar video set purchasers. We have invested considerable time and money in television, even in what may be called its primitive stages, because we feel that the time to make mistakes is when the television circulation is at a minimum, and we feel that the agency has an obligation to its clients—both present and future—to fully acquaint itself with television's possibilities at a time when the cost is comparatively small and the mistakes receive relatively little public attention.

"It is worthy of note," he said, "that radio did not reach its full growth until such a time as good radio programming became general. Television's great problem, to our minds, is programming, and its solution lies directly in the hands of the advertising agencies and their television directors, who in the case of radio, were dominant in its development as a successful advertising and entertainment force."

The importance of programming was also cited by Arthur Levey, president, Scophony Corp. of America, who described the large screen video receivers for theatres, schools and homes his company plans to put on the market as soon as wartime restrictions are lifted. "A potential buyer of a television set does not purchase it because television is the greatest scientific miracle of the twentieth century. It is only when television as a form of entertainment can compete with other show business that it will become an attraction for the masses."

Stating that "it is obvious that television broadcasters are still faced with a gigantic task in developing a new program technique before they can make television attractive to every home, and then able to pay its way," Mr. Levey added: "No matter how good your program material, I predict it will not mean much unless you show home pictures on far larger screens, at least comparable with home movies—say 24x20 inches."

Sir Derwent Hall Caine, son of the novelist, who spoke briefly on prewar television in England, declared that in addition to the real need for television as a purveyor of entertainment in the postwar era, this new medium can exert a tremendous social influence and can aid in increasing international understanding.

MBS Gross Up

MBS gross billings for June, 1944 amount to $1,521,703, an increase of 38.3% over the same month last year when the figure was $1,100,483. Accumulative gross billings for the first half of this year total $9,895,760, representing an increase of 67.6% over the same period in 1943, when the total was $5,902,924.

Zip Adds

ZIP ABRASIVE Co., Cleveland, is continuing to expand its national campaign of thrice-weekly one-minute transcribed announcements for Zip, a deodorant, the latest station addition being WJW Cleveland. Spot schedule, now running on 50 stations, is placed by James R. Flanagan Adv., New York.

WLW EXECUTIVES

Mr. Park

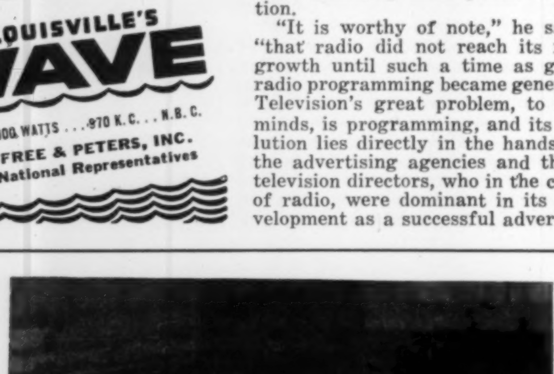
Mr. Terry

VETERANS in their respective fields are these two new executives of WLW Cincinnati, Eldon O. Park (l), named assistant general manager, and Marshall Terry (r), director of the newly-created promotion activities department [BROADCASTING, July 3]. Mr. Park joined the Crosley organization in 1930 and for the last three years has been assistant manager of the WLW New York office. Mr. Terry was vice-president of the Trailer Co. of America in charge of sales and public relations. He formerly had been sales manager of the sundries division of the Miller Rubber Co., Akron, O.

CAB Strip Ratings

COOPERATIVE Analysis of Broadcasting, in its June program report issued last Thursday, released for the first time ratings on all multiple broadcast (five or more times weekly) five-minute network programs, obtained from interviewing in the CAB 81-city sample. Ratings will be released twice-monthly. Bill Henry heads the list with an 8.2 rating, followed by *Meaning of the News* (4.4) and *Coronet Story Teller* (3.2).

ARROWHEAD & Puritas Waters, Los Angeles (bottled water), on July 4 started for 26 weeks sponsoring a twice weekly quarter hour quiz type program, *Think Hard Now* on 8 Don Lee Southern California stations (KHJ KGB KDB KFXM KXO KVOE KVEC KMPC), Tuesday, Thursday, 1-1:15 p.m. (PWT). Ruben Gaines is writer-producer-m.c. Firm is also using daily participation in combined *Sunrise Salute* and *Housewives Protective League* programs on KNX Hollywood. Latter contract, for 52 weeks, started July 3. Agency is McCarty Co., Los Angeles.



IT ALL ADDS UP...TO 3!

Here's a simple—and completely dependable formula for placing your spot announcements in Hartford. Get WDRC's winning combination of coverage, programs and rate! **Connect in Connecticut by using WDRC!**

1 COVERAGE 2 PROGRAMS 3 RATE
GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT

BASIC CBS
Connecticut's
Pioneer
Broadcaster

NBC
AFFILIATED STATION
RICHMOND, VA.

W M B G
WORLD'S MEMORABLE BATTLE GROUNDS
WIDER MARKET BETTER GUARANTEE

5000 WATTS

Rehearing Called For Houston Case

Texas Star License Plea to Be Considered by FCC

THE FCC last week designated for rehearing the application of the Texas Star Broadcasting Co. for a license to cover the construction permit granted in May [BROADCASTING, May 29] for a new local standard station (KTHT) in Houston, Tex., to determine "the truthfulness and accuracy of representations made by or in behalf of the applicant in the application for a construction permit, in the course of the hearings on the application and in communications and documents addressed to the Commission; and to determine the qualifications of the applicant to operate the station in the public interest".

Evidence Permitted

The Commission at the same time denied the petition of the Greater Houston Broadcasting Co. to intervene and for rehearing. It also denied the petition filed by Scripps-Howard Radio Inc. for rehearing, and reinstatement of application for construction permit. The action taken on the Texas Star application, however, provides that the latter petitioners would be given opportunity to present evidence at the KTHT hearing, which the Commission has designated for July 10 "or at such later date as may be fixed upon request of applicant". It was further ordered by the FCC that KTHT request for authority to begin program tests be deferred, "for consideration at the conclusion of the hearing or on July 18, whichever is earlier".

President of Texas Star is Roy Hofheinz, attorney and county judge, who holds 75% of the common stock and 15% of the preferred stock. W. N. Hooper, vice-president and secretary-treasurer, holds the remainder of both stock issues. Mr. Hooper is partner in Dr. Hooper Oil & Realty Co. and the Dr. Hooper Ranch Co. Following the grant by the FCC for reinstatement and conditional grant (pursuant to Jan. 26 Policy) of the Texas Star application for the standard facilities of 250 w unlimited time on 1230 kc, construction of the station was officially commenced June 12 and completed June 28. Application stated that all of the necessary equipment for the station, except the antenna, had been purchased in January 1942. Original application was filed in October 1940, to be subsequently dismissed following the general "Freeze Order" of Feb. 23, 1942.

Scripps Howard Radio Inc. applied to the Commission for standard assignment in Houston in August 1940, amending that application in February 1941 to request the same local assignment Texas Star had requested in an amendment the preceding month. Following these requests was the application of Greater Houston Broadcasting for the 1230 kc 250 w unlimited time facilities in March 1941. The April 1941 petition of Scripps Howard, seeking reconsideration of an order for consolidated hearing, pointed out that the October 1940 application of Texas Star requested the same assignment as the Scripps Howard application of August 1940. Consolidated hearing was held in October 1941 and further hearing in May 1942 following the "Freeze Order" memorandum, concluded with dismissal without prejudice to refiling at a later date of all three applications.

In May of this year Texas Star filed with the Commission a petition requesting reinstatement and grant (without hearing) of its Houston application in view of the Jan. 26, 1944 policy concluded by the FCC and WPB relating to the use of critical materials for construction purposes.

In petitions filed last month by Greater Houston Broadcasting and Scripps Howard, contention was made that the May 23 action of the Commission granting Texas Star the Houston assignment, taken without hearing or notice, was considered "inequitable" and rehearing, intervention and relief was sought. The order adopted by the Commission last week results from these actions and reopens the issue.

NEW YORK U. in cooperation with the RCA Victor Division of RCA is offering a special summer course in industrial music, consisting of a series of public lectures July 10, 17 and 24 in the university's Music Dept.

KOBAK TO ADDRESS CHAUTAUQUA GROUP

EDGAR KOBAK, executive vice-president, Blue Network, and other Blue officials will address the Chautauqua Assembly on July 28, the Assembly's first Radio Day, during which several Blue programs will originate from Chautauqua or from nearby Jamestown, N. Y., through WJTN, Blue affiliate in Jamestown.

Morning session Radio Day speakers are: Ray Knight, Blue production manager, on "How a Radio Program Goes on the Air"; Dr. W. R. G. Baker, vice-president, General Electric Co., on "Television".

In the afternoon, Alma Kitchell, Blue women's commentator, will speak on "Radio and the Public"; Clete Roberts, war correspondent for the Blue in the South Pacific, on "Radio at the Front", and H. R. Baukhage, Blue news analyst, on "How Radio Brings You the News". Mrs. Kitchell's *Women's Exchange* program and *Ladies Be Seated*, with Ed East and Polly, will originate at Chautauqua and the broadcast of *Baukhage Speaking* will originate in the Jamestown High School, during the afternoon session.

Mr. Kobak, speaking on "Radio as an Agency of Opinion"; Phillips Carlin, vice-president in charge of programs, on "Radio as a Medium of Entertainment," and Paul Whiteman, Blue musical director, on "Radio and Music", make up the evening program.

1480 Kilocycles Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

HE'S THE RICHEST FARMER IN THE U. S. A. . . !

The California farmer has the highest* cash income per farm in this country. His cash income for 1942 averaged $8,797 per farm . . . ! The *Beeline* is primarily built to serve the Central Valley area of California, plus Western Nevada, where annual retail sales exceed *2½ billion dollars!

*Bureau of Census 1943

WHAT IS

The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.

THE BEELINE
RENO - KOH
SACRAMENTO - KFBK
STOCKTON - KWG
FRESNO - KMJ
BAKERSFIELD - KERN

Robert A. STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative

McClatchy Broadcasting Company
Sacramento, California

WCBM BLUE
Blue WCBM
A Quality Station with MASS APPEAL in a RICH MARKET
WCBM
BALTIMORE
The BLUE NETWORK Station
JOHN ELMER, President
GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

Radio Finds News Niche

(Continued from page 13)

the seats usually set aside for the press. Later the Democrats found 26 seats which could be used by radio news personnel.

At the group meeting in Mr. Godwin's office last December, Mr. Morrison, Mr. Church and the writer were the only ones with any previous experience in the problem. We could only guess how many persons might want seats. Four years earlier at the Republican Convention eight seats had been given to each of the three major chains, CBS, MBS and NBC, and six seats to Transradio. Ten seats were available to independent stations and affiliates.

174 Applications

We agreed that radio news coverage had been developing with unusual speed since that 1940 Republican Convention, but we didn't know how many individual stations would send news people to Chicago. We decided to write all stations, asking for any applications, with March 1 as the deadline. BROADCASTING broke the story. Nearly 150 applications were received. The deadline was extended to May 1. Another article appeared in BROADCASTING. Just before the new deadline, Transradio, Associated Press, United Press and International News Services carried notices on their radio wires to station chiefs.

When the deadline passed, 174 applications for seats were in, exceeding by 54 the number of seats then available. The Republican National Committee originally set aside five rows of 30 seats each for radio news personnel but informed the Committee later that the number must be cut by 30 to put in a working bench. The seats were restored after it was discovered that the anticipated elimination of one row was not necessary.

Applications had been received from 48 organizations in addition to the four major networks and Transradio Press. More than 60 independent and affiliated stations were included.

Since applications for radio gallery seats came from coast-to-coast and into the deep South the Radio Executive Committee, which had been augmented by the addition of William Costello, CBS Washington commentator, several times questioned whether or not it had oversold the idea. The answer came at the Republican Convention. Independent and affiliated stations arrived on schedule. Only nine individuals failed to appear for their seats and in two cases cancellations were telegraphed.

While nine early applicants failed to appear, their places were taken by others who failed to make requests for seats. These were taken care of by the Republican National Committee. All have since made application for seats at the Democratic Convention.

Local Angle Played

Independents and affiliates discovered that they have a definite place in news coverage. Their work supplements the coverage offered by the chains and the news services. Senators and Governors and Representatives in Congress might be only delegates to the Convention, as far as the national story is concerned, but they are big men in their home communities. Thus individual stations were able to provide exclusive "home-flavored" interviews. And they learned that such programs had wide listener acceptance.

Facilities offered by the Republican National Committee as well as the services accorded to the men and women in the gallery were excellent. Credit unquestionably goes primarily to Mr. Church, who quietly, efficiently and effectively met each problem and solved it. James P. Selvage, the GOP director of publicity, and his able assistant, Robert Pritchard, also contributed much to making certain that the radio setup was able to function satisfactorily.

Plans to make the Democratic coverage as thorough and as satisfactory have been made. The Radio Correspondents' Executive Committee, buttressed by experience, met with Paul Porter, Director of Publicity for the Democratic National Committee, and J. Leonard Reinsch, Radio Director, on July 3. The cordial reception accorded the Committee's program gave its members assurance that the facilities available will be ample for networks, news services and independent stations.

NOW COMES WJW Cleveland with photographic evidence that Gov. Thomas E. Dewey made his first public utterance, after his nomination, over WJW at 6:07 p.m. (EWT) June 28 at the Cleveland airport, when he was interviewed by Earl Harper, station special events director. WJW hid under the proverbial bushel, however, and didn't disclose its scoop until after NBC was credited with putting the Republican nominee for President on the air "first" at 6:16 p.m. from the same airport [BROADCASTING, July 3].

Code Provides FM Aid

The Radio Correspondents' Assn. has definitely established itself as spokesman for radio newsmen and women in contacts with official and political life. Its Executive Committee, under rules of the Congress, supervises the galleries in the Senate and House. There are now 68 active members, radio news personnel working in Washington. We have more than 100 associate members scattered throughout the country.

The Radio Correspondents' Assn. code is: "The Radio Correspondents' Association has for its aim the promotion of the Radio News Gathering Fraternity and strives to protect the rights and privileges of radio reporters and assist in every way possible to maintain high standards of reporting news by radio, wireless or other similar means of transmission."

It was this program which it endeavored to foster at the Republican National Convention and which will govern its activities at the Democratic National Convention.

Evans Coffee on 17

DAVID C. EVANS Coffee, St. Louis, started a series of renewals of quarter-hour and five-minute news shows July 3 on the following stations: KLCN KBTM WKRO WSOY WEBQ WJPF WTAD WCBS WTAX WDZ WEOA KFVS KFRU KHMO KWOS KWK KXOK. Renewal contracts were placed by Ruthrauff & Ryan and run for 13 weeks.

WHAM
"Your Western New York Salesman"
ROCHESTER, N. Y.
50,000 Watt . . . Clear Channel . . . 1180 on Dial . . .
Affiliated with the
NATIONAL BROADCASTING COMPANY
National Sales Representative: GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

in the CONTROL ROOM

EDWARD A. CARROLL, of WCAU Philadelphia, has been elected chairman of the Philadelphia local, broadcast division, American Communications Assn., CIO, the union reports. Other new officers include: George Frank, KYW vice-chairman; George V. Schisselbauer, WFIL, secretary; James S. Stewart, WFIL, treasurer.

WALTER KEAN, formerly in charge of Western Electric's radio and radar testing projects, has joined the Andrew Co., Chicago as head of the company's new field engineering and allocation service.

BOB COOKE, operator of CHEX Peterborough, Ont., has joined the Royal Canadian Navy.

ORVILLE H. (Dutch) MILLS, engineer of KDKA Pittsburgh, has joined the Merchant Marine as radio operator. He has had 3½ years previous service.

C. O. ELLIS, former superintendent of telegraph of Rock Island Lines, Chicago, has been appointed to the new position of superintendent of communications, anticipating new radionic developments in train control, according to W. H. Hillis, operating officer. Hillis pointed out that telegraph was the principal means of railroad communication for many years, but now radio is being used "for contact between yardmasters and conductors and engineers on moving engines and trains."

NICE WINTER is a new member of the engineering staff of WBIG Greensboro, N. C.

R. J. BIELE has been named assistant engineer of the receiver division of General Electric Co.'s Electronics Department, with headquarters in Bridgeport, Conn. He joined G-E's receiver division in 1935.

ANDREW E. HOPPER, former supervisor of the WHN New York engineering staff, now serving with a troop carrier division in England, has been promoted to major.

PETE WILSON, chief engineer of KMTR Hollywood, is the father of a boy.

ALVIN KIMBROW has joined WCBI Columbus, Miss., as engineer and staff artist, with a thrice-weekly early morning show.

ADRIAN LENTZ, WCKY Cincinnati engineer, is the father of a girl.

GARRY DeVLIEG, NBC Chicago recording engineer, is the father of a girl.

ELMER MAKI, formerly of the Yankee Network, is a new member of the control room staff of WAAB Worcester.

ART MILLER, engineer of CKWX Vancouver, and Mrs. Miller, formerly of CKWX, are the parents of a girl.

Gardiner for Thompson

DON GARDINER, Blue Network commentator, has taken over the Sunday 7:15-7:30 p.m. spot vacated on the Blue Network by Dorothy Thompson for Trimount Clothing and is likely to continue broadcasting in the same spot when it goes commercial for Serutan Co. beginning July 23. This was not confirmed, however, by Raymond Spector Co., New York, agency in charge, nor by the network.

X-RAY BOON TO ENGINEERS

WJR Engineer Develops Method of Anticipating Transmitter Trouble Before It Happens

USE OF the x-ray as a boon to broadcast transmitter and tube operation has been developed by Merrill R. Mitchell, chief transmitter engineer of WJR Detroit, and is producing such good results that it may well be adopted by stations throughout the country.

Mr. Mitchell

Mr. Mitchell uses the x-ray to discover when tubes are about to burn out, thus preventing interruption of service. In addition, x-ray is used to locate trouble in other parts of WJR's 50,000 w transmitter. He found that x-ray is particularly effective in the examination of other parts, especially condensors. "You can plainly see where the trouble is in the condensor," he said. "The film clearly shows where plates have arched over."

Some Other Place

"The problem we faced in the past", he explained, "is that often we thought we had tube trouble but it would turn out to be trouble some other place in the circuit. Now by x-raying the tube and finding it okay we know definitely that the trouble is elsewhere.

"One day I was fooling around with my x-ray equipment and began to wonder what x-rays of tubes would show. Well, I found you can read the plates just like a dentist does. After a little experience you can get the whole story by reading the shadows on the film. You can actually see that a filament is wearing down.

"In addition we can now be sure none of our tubes is defective when it is first used. And then, of course, routine x-rays of the tubes keep us informed at all times of their condition and we are able to anticipate trouble and correct it before it appears."

DON LEE, BLUE PLAN NEW COAST STUDIOS

WITH Hollywood studio sites at a premium, Blue Network and Don Lee Broadcasting System are looking for suitable space in "radio row" area to build broadcasting structures of their own. Construction would start soon as critical materials are released.

Blue western division at present rents facilities from NBC at Hollywood Radio City. Consolidated Laboratories recently sold the Melrose Ave. building housing Don Lee Broadcasting System to RKO Radio Pictures. The film company plans to take over premises upon expiration of the network's lease in about 18 months, thus forcing a move.

Don E. Gilman, Blue western division vice-president, upon his return to Hollywood early in July from New York, revealed home office approval to negotiate a studio site deal. With four in vicinity of Hollywood Radio City reportedly under consideration, it is expected that a purchase will be announced shortly.

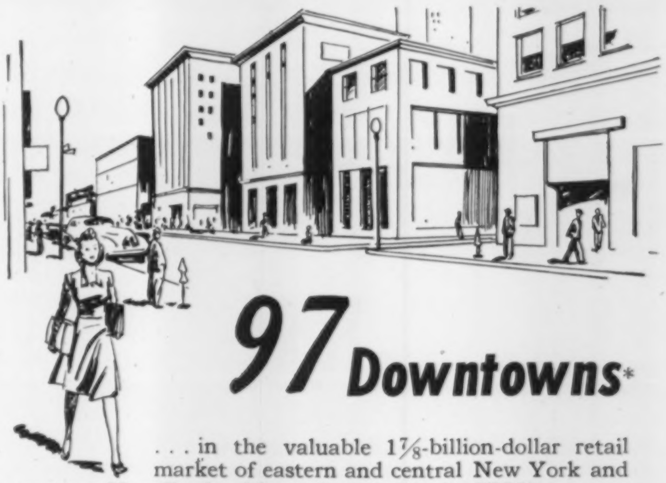
Meanwhile Blue western division has taken a five year lease on Hollywood Radio Playhouse and will remodel the two story structure at Sunset Blvd. and Highland Ave. to temporarily accommodate KECA, Los Angeles outlet recently purchased from Earle C. Anthony Inc. for $800,000. Station transfer is awaiting FCC approval. With completion of the new Blue western division headquarters at the war's end, KECA operation will be centered in that structure.

Edward Dudley Naff

EDWARD DUDLEY NAFF, 64, musical director of WRVA Richmond for the past 15 years, died June 19 after an illness of several months. A graduate of Bridgewater College, Peabody Conservatory and the Licentiate of the Royal Academy of Music, London. Mr. Naff taught music, harmony and theory in several colleges before coming to WRVA. He was a native of Franklin County, Va.

HARRY L. SOMMERER has been named manager of the newly-established office of real estate for the RCA Victor Division of the Radio Corp. of America. He has been in charge of subcontracting operations on war work.

YIPEE!
The Texas Rangers
KMOX
ST. LOUIS
Participating
GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION


97 Downtowns*

. . . in the valuable 1⅞-billion-dollar retail market of eastern and central New York and western New England brought together by WGY.

And WGY is the ONLY station that can combine this vast market of 1,045,717 radio families into ONE coverage area—*the WGY Community.*

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 5000.

WGY
SCHENECTADY, N. Y.

50,000 watts—NBC—22 years of service. Represented nationally by NBC Spot Sales

GENERAL ELECTRIC
WGY-184

PACIFIC COAST
PROGRAM NOTES

There will be no summer-slump with the daily shock of invasion news.

Commentator Edward Jorgenson presents one of the great opportunities in daytime radio on the Pacific Coast.

Blue Newsroom Review . . . 1:50 to 2:00 P. M.—Monday through Friday. Available two, three or five times weekly.

The sponsor starts at the second highest tune-in point of the entire day.*

The 1:30 to 1:45 P. M. section of the Blue Newsroom preceding this availabilty now has a 3.3 Hooper rating and is followed by "What's Doin', Ladies?" which is completely sold out.

Edward Jorgenson is one of the current best buys on the Pacific Blue. Jorgenson's cost-per-inquiry, measured against programs whose cost-per-inquiry records are the lowest in the country, is very, very low. It's the "Blue's" advice to get in now before Jorgenson's "Gone With The News"

Other Good Times are still to be had on the Pacific Blue, but hurry now to your nearest Blue Network Office.

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

**May 1944 Hooper National Report*

PACIFIC BLUE NETWORK

WAIT-WGES Split Awaits FCC Okay

Gutherys Sell Interest in WMRN to Mason

TRANSFER applications were field with FCC last week for a swap of holdings in WAIT and WGES Chicago so Gene T. Dyer and Family would hold major interest in WAIT and Vivian I. Christoph, Elizabeth M. Hinzman and John A. Dyer would control WGES. Action was taken to comply with the Commission ruling against dual ownership of stations in the same or overlapping areas.

Although blood relationships exist between certain of the individuals holding interests in the two stations and would continue as such a tie after the proposed shift was effected, the applications pointed out that each individual would maintain station affiliation relationships and would not be influenced by them. Cconsideration for the shift in each case was set at $100,000.

Present holdings in the two stations are:

WAIT—Gene T. Dyer (15%), president, Evelyn M. Ringwald (35%), Elizabeth M. Hinzman (30%), Adelle Moulds (10%), Vivian I. Christoph (9%), and William F. Moss (1%). WGES—Gene T. Dyer (25%), Gene T. Dyer Jr. (24%), Vivian I. Christoph (25%), F. A. Ringwald (10%), Grace V. McNeill (6%), Louis E. Moulds (6%) and William F. Moss (4%).

Under the proposed rearrangement, holdings would be:

WAIT—G. T. Dyer (19%), E. M. Dyer (35%), G. T. Dyer Jr. (24%), Adele Moulds (10%), L. E. Moulds (6%) and G. V. McNeill (6%). WGES—V. I. Christoph (34%), E. M. Hinzman (30%) J. A. Dyer (20%), F. A. Ringwald (10%) and Wm. F. Moss (5%).

Application also was filed last week by WMRN Marion, O., requesting FCC approval for transfer of control of the licensee corporation of that station, Marion Broadcasting Co., from Howard F. Guthery and Florence Guthery to R. T. Mason, president and general manager of the outlet. Transfer stems from option concluded by Mr. Mason in April 1942 to purchase the 101 shares (50½%) common stock held by the Gutherys for a consideration of $125 per share until May 31, 1943, with the price to increase at a rate of $1.00 per share on the first day of each succeeding month thereafter. Mr. Mason at present is holder of the remaining 99 outstanding shares. Application also stated that following FCC approval of the transfer, 100 of the 200 shares outstanding, stock would be retired.

Waring for Glass Firm

OWENS-ILLINOIS Glass Co., Toledo, beginning Sept. 7 will switch from daytime radio to a night show with the sponsorship of Fred Waring's orchestra on the full Blue Network, Thursday, 7-7:30 p.m. Company discontinues *Broadway Matinee* on CBS Monday through Friday, 4-4:25 p.m. after the Aug. 4 broadcast. Fred Waring was sponsored for five years until June 9 on NBC by Liggett & Myers Tobacco Co, New York.

Capt. Lovette Decorated

Capt. Lovette

CAPT. LELAND P. LOVETTE, former director of Navy public relations, last Thursday was awarded the Legion of Merit for his service to the Navy in that position. Capt. Lovette, who was in command of a destroyer squadron at Pearl Harbor Dec. 7, 1941, was given a sea command last April. He was replaced as Navy Public relations director by Rear Admr. Aaron S. Merrill, Undersecretary of the Navy Bard made the award, at the same time presenting decorations to 12 other Naval officers.

Tower Site Dropped

WMAL, Blue outlet in Washington, has withdrawn its application to construct and operate a 250 ft. FM transmitter tower on two acres of land at Langley in Providence District, Va. Application was cancelled by the Blue outlet after the Fairfax County Board of Zoning Appeals, meeting in special session at the County Office Bldg., Fairfax, Va., denied the application. The appeal of F. D. Richardson, attorney for WMAL, for the continuance of the case, was also denied

NEW NAME GIVEN RTPB FM UNIT

A CHANGE in the name of Panel 5 of the Radio Technical Planning Board from "VHF Broadcasting" to "FM Broadcasting" has been announced by W. R. G. Baker, RTPB chairman. This was pursuant to the request made by the Panel Membership of RTPB voted by mail.

The scope of the Panel's functions has been changed to read: "The review and further development of standards with reference to FM broadcasting in the frequency band from 30 to 300 megacycles" (inserting FM). Dr. Baker found the change in title undesirable when the request was first made, and his letter of notification states he has not altered his position. Dr. Baker announced that the result of the mail ballot was "slightly in favor of the change". In the future, he said, this panel will be identified as "Panel 5 on FM Broadcasting".

The Board shortly is expected to act on both FM and television reports, submitted last spring, recommending allocations in the ultrahigh frequency bands. Each group was disposed to favor assignments for its particular type of service in the lower portions of the band.

HALLICRAFTERS Co., Chicago, has presented $5,000, representing overtime earned by employes on voluntary basis on D-Day, early last month to Brig. Gen. P. J. Carroll, commanding general, Vaughn General Hospital, Hines, Ill., to be used for benefit of wounded soldiers.

Favorite Music of Most Adults

From the plaintive folk song to the great symphony . . .
The whole repertory of music, except "jazz, jive and swing" . . .
Music written by the old masters and the modern composers . . .
Brilliant interpretations by famous orchestras and instrumentalists . . .
The familiar personalities of stage, screen and radio . . .
Columbia, Decca, Victor and imported records . . .
Muzak, World and special transcriptions . . .
Standard and special arrangements of sheet music . . .
Licensed for performance by AMP, ASCAP, BMI and SESAC . . .
More than 40,000 favorite selections of "the popular classics with a blend of the modern" . . .

THAT'S THE WLIB MUSIC LIBRARY—a large collection of familiar music most adults, and some youths too, love to hear!
And they can only hear it *consistently* over WLIB.

WLIB
"THE VOICE OF LIBERTY"
Clear Channel - 1190 on your dial

RKO BUILDING - RADIO CITY - NEW YORK

NETWORKS DEVOTED 60 HOURS TO GOP

THE FOUR major networks devoted a total of some 60 hours to coverage of the Republican Convention from Chicago, a "postmortem" tabulation shows.

Mutual's total amounted to 16 hours and 12 minutes. CBS reports 80 individual broadcasts, consuming 14 hours and 7 minutes. Of this time 9 hours and 41 minutes came direct from the stadium, and the remainder consisted of exclusive talks from CBS studios set up in the Hotel Stevens.

NBC reports 14 hours and 46 minutes of broadcast time, with 8 hours and 16 minutes direct from the convention floor, 3 hours and 45 minutes representing talks by commentators, and the balance filled by convention round-ups. The Blue reports a total of 15 hours and 27 minutes devoted to convention coverage.

Morrell News

JOHN MORRELL & Co., Ottumwa, Ia. (Red Hart dog food), replaces its quarter-hour *Bob Becker's Pet Parade* with a weekly news roundup program featuring Alex Dreier, commentator, Saturdays, 10.45 a.m. (EWT), on 127 NBC stations, beginning July 8. Contract is 12 week balance of original 52 weeks contract. Agency is Henri, Hurst & McDonald, Chicago.

FCC to Hear CIO

AFTER denying an original petition the FCC last week designated for hearing on Aug. 15 a second petition of the UAW-CIO protesting renewal May 16 of the license of WHKC Columbus, O., on the grounds that the station was not operating in the public interest [BROADCASTING, June 12]. The Commission ordered United Broadcasting Co., licensee of WHKC, to file by Aug. 5 a statement of fact concerning operation of its station with particular reference to the allegations of the UAW-CIO petition". The union protested because certain portions of a speech written for broadcast by one of its officers were deleted by the station late last summer.

FM Board Meeting

A MEETING of the board of directors of FM Broadcasters Inc. has been called by President Walter J. Damm, WTMJ-WMFM, for Monday, Aug. 28 at the Ambassador-East, Chicago. The meeting, called for 2 p.m., is in conjunction with the Executive War Conference of the NAB in Chicago Aug. 28-31.

MORNING-hour program, Blue Network *Breakfast Club*, has turned away more than 800 persons on a single morning. Those wishing to attend the show are required to obtain tickets two weeks in advance through the Blue ticket service.

WTAG
for an Outstanding
Public Relations Job
in
CENTRAL NEW ENGLAND
1ST
1ST
1ST
1ST
1ST

To Radio Editors in Central New England, outside of Worcester*, WTAG owes many thanks. In "The Billboard's" recent poll to determine local stations whose public relations have been outstanding in their respective areas, these Editors named WTAG as their first choice, one among 81 of the nation's 920 stations thus recognized.

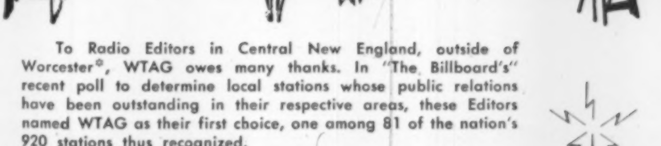
We regard public relations as a branch of public service, something which has helped in part to maintain WTAG's consistently top rating in Listening Station Indexes. When you buy time, buy an audience from the *Inside*.

*** The vote of Worcester's Radio Editor was ruled out by "The Billboard's" regulations, which excluded the opinions of Radio Editors of newspaper-owned stations.**

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



Commerce Plans To Resume Facts

PREPARATIONS are under way by the Dept. of Commerce to reestablish the flow of statistical information to business to provide needed facts for postwar operations, Jesse H. Jones, Secretary, announced last week.

In a memorandum to trade associations, trade publications and others interested in business statistics, Secretary Jones called for suggestions in connection with a current statistical program for Government, business and industry.

The program will include information on distribution for both consumer and industrial markets which will be particularly important in the transition from war to peace and in postwar operations for some time to come, according to the department.

FINDINGS OF FCC DENY WJLS SHIFT

THE FCC last week announced adoption of proposed findings of fact and conclusions proposing to deny the application filed by the licensee of WJLS Beckley, W. Va., Joe L. Smith Jr., for a construction permit to shift operation of that outlet from its local assignment of 250 w unlimited time on 1240 kc to the regional frequency of 560 kc, with 100 w night and 250 w day, unlimited hours of operation.

The FCC public statement in referance to the action follows:

> The Commission concludes that the granting of a permit as applied for to change the assignment of WJLS from a local to a regional frequency and operate as proposed, would not be conducive of efficient use of the regional frequency and would run counter to sound allocation principles, and would extend the daytime service area of the station to include an area of 1390 sq. mi. with an estimated population of 110,741; however, there would be loss in service to a population of approximately 17,000 persons in an area of 63 sq. mi. from WCHS, one of only two stations from which primary service is available in the same area, and the nighttime service of WJLS would be subject to excessive interference. The population residing between the normally protected contour and the contour actually protected would be 108% as great as the population included within the interference free service area or 10.8 times greater than the allowable maximum contemplated under the Commission Rules and Regulations (Sec. 3.29) and Standards of Good Engineering Practice (pp. 3, 4)."

Spalding Series

A. G. SPALDING & BROS., New York, (athletic equipment), will again sponsor an NBC program starring Babe Ruth (see earlier story on page 52). Titled *Here's Babe Ruth*, series started Saturday, July 8, 10.30-45 a.m., as a sustainer on the full NBC network, going commercial for 13 weeks, beginning July 29. New York boys will again pitch baseball questions at the diamond star, and will in turn be quizzed by him, with cash prizes going to the winners. Spalding will also sponsor the National Tennis Matches at Forest Hills on a specially-built 30-station network, Sept. 3-4 [BROADCASTING, June 26]. Agency is Ferry-Hanly Co., New York.

"You can SPOT IT in a minute"

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

YOURS ..FOR THE ASKING
UNIVERSAL STROBOSCOPE
UNIVERSAL MICROPHONE CO.

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

THERE'S NOT ANOTHER
LIKE IT!
WTIC
50,000 WATTS
DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service
Corporation
Member of NBC and New England
Regional Network
Represented by: WEED & COMPANY
New York, Boston, Chicago, Detroit, San
Francisco and Hollywood

If you buy or plan
advertising for
Iowa, you need
THE 1943
IOWA RADIO
AUDIENCE SURVEY
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to
CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

U.P.
THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE
United Press

Employment Problem Eased

(*Continued from page 11*)

the effect of the new WMC regulations on their employment activities disclosed that it is still to early to determine how the priority referral system operates in practice. Many broadcasters wanted to know specifically how they should proceed in hiring workers under the new regulations and posed several questions regarding the priority referral program.

To guide stations in complying with the new regulations, BROADCASTING submitted these questions to national WMC headquarters. The questions and answers follow:

Q. What steps should a radio station take in filling vacancies?

A. If the need is for male workers, they must indicate their requirements to the local USES office. In some areas USES clearance is also required for female workers. Where hiring has been done through established agencies—unions or commercial employment services—they may continue the practice if these agencies have qualified with USES as qualified referral agencies.

Priority Status

Q. What chances would a station have of filling their vacancies?

A. This will depend on competing demands in different areas. If the ordinary efforts of the local USES to refer workers to these vacancies fail to staff the establishment, the USES will give priority treatment to essential activities, depending on the degree of importance of competing demands. Stations wishing to apply for priority must file requests with local USES offices for Form 63.

Q. What industries will have priority over broadcasters in the referral of workers?

A. This will depend on the production urgency and manpower demands of other essential activities at the time priority is requested. A critical war plant in the area which has a sufficiency of manpower may not come ahead of a radio station while an activity equally essential to radio which has greater manpower demands would get preference.

Q. Are discharged veterans also hired through the USES?

A. Yes. Veterans are referred by USES to jobs of their own choosing and remain free agents for 60 days after their first civilian job following discharge.

Q. Can a station exceed its employment ceiling?

A. The local USES office will not accept requests for workers where the employer is exceeding his ceiling. Form 63 should be filed for justification of staff expansion and to show what efforts have been made to reduce turnover, absenteeism, to use minority groups, to upgrade workers, to employ women, to train unskilled workers.

Q. How are ceilings set?

A. Ceilings will be set according to the actual number of workers employed by a station on a base date to be determined by the area WMC director. Where a higher ceiling is desired employers will file Form 63 for adjustment. Ceilings are already in effect in some areas.

Q. How are future needs projected?

A. Again Form 63.

Q. Can a station use classified advertising in recruiting workers?

A. The new regulations do not affect the use of classified ads.

Shifting of Workers

Q. Do the new regulations affect shifting of workers from one area to another?

A. No. An announcer or other station employe wishing to leave his job for another must still get a statement of availability but his new employer must obtain a referral from the USES to hire him.

The purpose of the new priority referral program is to equalize the national labor force in the interest of war and war supporting industries. The program extends on a nationwide basis the WMC system of job priorities which has been operating effectively in 14 of the most critical labor shortage areas. It is designed to put the "squeeze" on nonessential activities, to prevent hoarding of superfluous personnel badly needed elsewhere, to recruit workers from areas of labor abundance to areas of labor scarcity, and to prevent a premature exodus of workers from war jobs to nonessential employment.

Phillips Suit Dismissed

CHICAGO Circuit Judge Harry M. Fisher dismissed the suit filed by Emmons C. Carlson, NBC central division promotion manager, against Miss Irna Phillips, radio script writer, for half the profits since 1936 on the radio serial *The Guiding Light*. Judge Fisher declared the suit in which Carlson claimed he was a partner of Miss Phillips and had helped originate the material was "fantastic." Continuing, Judge Fisher pointed out evidence to show Carlson was her partner only in the effort to sell the serial. Miss Phillips, one of the originators of daytime radio drama in Chicago, held her profits intact.

WINN Names Miss Stone

PEGGY STONE, until recently with Spot Sales, New York, is now operating as station representative from temporary headquarters at 304 East 41st St., and has been appointed exclusive representative of WINN Louisville. Before joining Spot Sales in 1942, Miss Stone was associated with Hearst Radio, 1938-1940, and from 1929-1938 was in the CBS station relations department as assistant to H. V. Ackerberg.

INSTANT COMMUNICATION between train dispatchers, engineers and conductors, working as a safety factor in handling passenger trains and speeding up delivery of war material in freight yards and on long hauls, is made possible with Motorola two-way radio-telephone manufactured by Galvin Mfg. Co., Chicago, and utilized by Rock Island Lines, Chicago. Here, an engineer receives instructions from his train dispatcher via radio-telephone while his diesel engine approaches railroad yards. Handset, employing FM, operates as an ordinary telephone with flashing colored lights serving as call signals.

Police Complaint

CONNDEMNING film and radio treatment given law enforcement officers, Los Angeles Police Employes Union, AFL has adopted a protest resolution and submitted same to Central Labor Council with request that it be sent to the FCC for action. Resolution contended that "large motion picture corporations and certain radio sponsors and producers who, through their own efforts, have utterly without regard for the public welfare, manufactured and distributed motion pictures and have presented radio programs which depict members of the police professions as persons whose mental quotient is that of subnormalcy."

'Cinderella' Winner

MARIE ROGNDAHL, 20, of Portland, Ore., has been announced as the winner of the "Singing Cinderella" contest conducted through the General Electric Co. *Hour of Charm* on NBC. The prize—a 13-week contract to appear on the program. Some 10,000 were auditioned during the course of the contest. Agencies are BBDO New York and Foster & Davies Inc., Cleveland.

Ministers Pick Northwestern

FIVE MINISTERS who were awarded NBC scholarships have elected to attend the third annual NBC-Northwestern U. Summer Radio Institute, according to Judith Waller, director of NBC public service and Institute director. The men attending are Rev. Charles M. Crowe, St. Louis; Rev. Edwin T. Randall, Minneapolis; Rev. Robert S. Steele, Hartford; Rev. Harley Patterson, Buffalo; Frank Elliott, Chicago Theological Seminary. Mr. Elliott is also the winner of $1000 fellowship which will enable him to work in research at any NBC affiliate station.

LIKE DEATH and taxes, contract signature pictures are inevitable. Because no photographer was present when Holland Furnace Co. signed a contract for sponsorship of *World News Roundup* over NBC, the group reassembled for the picture. L to r, J. P. Roche, president, Roche, Williams & Cleary, agency handling the account; H. H. Boersma, advertising manager, Holland; F. H. Ault, sales manager; W. J. McEdwards, NBC account executive; Phil Stewart, agency account executive; (seated) P. T. Cheff, vice-president and general manager of Holland. Program features Leif Eid, NBC Washington, and foreign correspondents.

Selective Service Act Interpretation On Rehiring of Veterans Is Discussed

BECAUSE of wide interest on the part of radio stations in rights of discharged veterans of World War II to their old jobs, BROADCASTING *herewith presents a letter received from Edgar T. Darlington, a member of the engineering staff of WFIL Philadelphia. Conclusions of the writer are correct in substance and fact, according to a check by* BROADCASTING *at Selective Service Headquarters.*

EDITOR BROADCASTING:

There is too great a cloud of doubt and misunderstanding hovering over the industry's management and personnel today, concerning the replacement rights of our returning veterans. It could, however, be easily dissolved by citing a few clauses from pertinent sections of the Selective Service Act, and from directives relating thereto.

Section 8, containing the reinstatement details, makes it quite clear that it is providing (exclusively) for "any person who, in order to perform training and service, has left or leaves a position, other than a temporary position." Emphasis of this latter point is basic, to grasp the import of Memorandum No. 190-A, as sent out to Local Draft Boards in May.

'Permanent' Man Defined

Starting with this fundamental premise, and assuming that our thoughts will be confined to servicemen who have thus qualified as a former "permanent" employe, Section 8 goes on to guarantee that "such person shall be restored to such position or to a position of like seniority, status and pay." Further, he "shall be considered as having been on a furlough or leave of absence, . . . shall be restored without loss of seniority . . . and shall not be discharged from such position without cause within one year after such restoration."

Strange as it may seem, many and devious are the constructions placed upon this decisive language. As an aid to Local Boards, Washington issued the interpretative memorandum already mentioned. This reads in part as follows:

"Generally speaking, one who is employed to fill the place made vacant by a person entering service occupies a temporary status, and has no reemployment rights even though he subsequently enters service." Emphasis is again necessary; for such interpretation and application will NOT be an exceptional or isolated instance, but will be the "general", run-of-the-mill, case.

In complicated, border-line cases, where conflicting claims exist as to who was "permanent" and who was "temporary", final determination will naturally rest with the Courts. But to make such honest doubts and counter-claims as uncommon as possible, Memo. 190-A cites various conceivable circumstances, and attempts to iron them out in advance of needless litigation.

Thus, where a business has legitimately expanded during a veteran's absence, the memorandum goes on to say that: "Some of the factors to be considered are:

(1) was the position newly created?

(2) was the veteran the first occupant thereof?

(3) was it intended as a "wartime" or as a "permanent" position?

(4) what were the circumstances and agreements at the time of the original employment?

(5) after employment commenced, was the relationship between the employer and employee such that they contemplated a permanent relationship in the ordinary sense of industrial or commercial practice?"

After bringing order out of chaos by these helpful suggestions and interpretations, a later paragraph in 190-A (due to its severely abrupt wording) has led a few otherwise-stable minds to completely discard all of the foregoing, carefully worked-out details, and to substitute unwarranted assumptions and conclusions. This latter paragraph reads:

"A returning veteran is entitled to reinstatement in his former position or one of like seniority, status and pay even though such reinstatement necessitates the discharge of nonveteran with a greater seniority."

If this were literally true, and to be taken at its face value, it would result in situations like this: A station had a pre-war staff of ten permanent engineers. Six entered the service. Six "duration" or "temporary" men were hired to fill their places. These latter 6 also were subsequently absorbed into the Army. Now, if ALL his returning veterans (12) are guaranteed reinstatement, and must "not be discharged for one year," this station owner will be compelled to carry a staff of 16 engineers in place of his normal ten. (We have purposely used low numerals for simplicity, but you can readily picture the front-office anguish when a more typical staff is considered.)

However, the two main disconcerting angles have fortunately been cleared up by Selective Service Coordinators whom we contacted; and we would feel that this letter had not been in vain, if BROADCASTING could pass them along to the industry at large:

(1) no employer will be required to hire more men than the number on his original staff;

(2) the clause last quoted means: a returning veteran "whose formerly-held permanent position qualifies him for re-employment rights under Section 8 of the Act" is entitled to reinstatement . . . even though it means discarding a nonveteran who holds greater seniority. (As an example: where a business has shrunk during a veteran's absence, and the staff was cut in half; the returning "permanent" veteran is entitled to employment, even though he may "bump" a man of longer seniority out of bottom place on the list.)

With one additional quote we close: "It is the character of relationship between the employer and employee, whether "temporary" or "permanent", that should govern rather than the particular assignment being carried out at the time of entering into service."

EDGAR T. DARLINGTON

★ A Preferred Market
April SALES MANAGEMENT
WFMJ
YOUNGSTOWN, OHIO
28TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS
PER DOLLAR
ASK
HEADLEY-REED
New York - Chicago - Detroit
Atlanta - San Francisco

Dominating Its Community in Public Service!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS - National Representatives

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

MAGNIFY YOUR RESULTS WITH ORIGINAL CUSTOM-BUILT RADIO SPOTS

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . NEW YORK CITY

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

SPORTS
MUSIC
NEWS
WHN ★
50 WA DIAL 1050 50,00 WATTS DIAL 105 50,000 W DIAL 1050 50,000 WA 50,000 DIAL—1050 50,000 WAT DIAL—1050 50,000 WATTS DIAL—

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

WTAD Sold

(*Continued from page 14*)

KOIN and KALE, relinquishes all association with the latter station, and some months ago separated personnel, equipment and studio and office space between the stations, paving the way for the transaction.

Myers Increases Control

The *Journal* will turn over 12½% of its KOIN stock to Mr. Myers and the remaining 12½% to Mrs. Hunt, widow of C. Roy Hunt, former manager of the stations, in exchange for the ⅓ interests in KALE held respectively by the latter. Mr. Myers, who has held control of KOIN, under the transaction increases his interest to approximately ⅔ of that station, which operates on 970 kc. with 5,000 w and is a CBS outlet.

The sale of WORD by Spartanburg Advertising Co. would leave that company with WSPA, 5000 w CBS outlet on 950 kc. WORD is a Blue Network outlet and operates on 1400 kc with 250 w fulltime. General manager of both stations, on leave, is Walter J. Brown, executive assistant to Justice James F. Byrnes, Director of War Mobilization. A. B. Taylor, prominent South Carolina business executive and lumber man, is president and principal owner of the Spartanburg Advertising Co. Donald Russell, general counsel to Mr. Byrnes, and Mr. Brown, are minority stockholders. Major Edney Ridge, general manager of WBIG, Greensboro, and U. S. Marshal, was identified with the transaction and is expected to supervise operation of WORD under the new ownership. Application shortly will be filed with the FCC seeking approval.

Station Rep Group Asks Binghamton Standard CP

APPLICATION for a new local standard station in Binghamton, N. Y., was filed with the FCC last Friday by Binghamton Broadcasting Co., a partnership composed of Joseph H. McGillvra, Agnes I. McGillvra and Adam J. Young, who also operate the station representative firm of Joseph H. McGillvra Inc. Facilities requested for the new station are 1450 kc with 250 w and unlimited time.

WLAK Lakeland, Fla., also applied to the Commission last Friday for voluntary assignment of its license from Lake Region Broadcasting Co., a corporation, owned by S. C. Ward, to Mr. Ward trading as Radio Station WLAK.

Michigan College of Mining & Technology, Houghton, Mich. is applicant for a new noncommercial educational FM station to operate on 42,100 kc with power of 3,000 w and with special emission. Hearst Publications Inc. (*San Francisco Examiner* Dept.), San Francisco, seeks FM facilities of 44,300 kc. Application was returned as incomplete.

ANA SEEKS PUBLIC BUSINESS OPINION

WHAT the American people think of American business will be measured by a continuing study of public attitudes now being prepared by the Assn. of National Advertisers, it was announced last week by Paul West, ANA president. Designed to help business in all its public relationships, including war and postwar advertising, the study will "keep industry more closely in touch with the thinking and feeling of factory, office and service workers, farmers, house, returning veterans and others".

Study, to be conducted by Opinion Research Corp., Princeton, N. J., under supervision of ANA Public Relations Committee, follows a test survey whose results were discussed at the ANA May meeting [BROADCASTING, May 8]. Printed in booklet form, these results are being distributed to ANA members this week.

General public attitude, as shown by the test survey, was one of approval toward the wartime activities of American business, with War Bond and salvage ads making the greatest impression of all war theme advertising. A substantial percentage of persons endorsed such war theme advertising. With a minimum of suspicion of false motives behind it, few persons indicating belief that tax evasion was a major motive for advertisers today.

Stoess Leaves Crosley After 21 Years Service

Mr. Stoess

WILLIAM C. STOESS, veteran musical director-conductor of WLW-WSAI Cincinnati, last week left the Crosley organization after 23 years to join the musical production staff of Trans-American Broadcasting & Television Corp., New York, headed by John Clark, former WLW general manager.

Mr. Stoess, a violinist, started on the original Crosley station in 1921 when Powel Crosley Jr. broadcast from his home. He played violin, announced and did general chores. He was director of music for the Crosley stations from 1926-1938. In the last few years he has been a staff conductor. Mr. Stoess directed one of the early-day network commercial musical shows, the *Flying Dutchman*. For several years he directed the NBC *Vocal Varieties*, sponsored by Tums.

Wise Expands

WILLIAM H. WISE & Co., New York, will expand its spot campaign for books and magazines to some 100 stations according to Huber Hoge & Sons, New York, agency. Plan now includes spot schedule, which has been expanding for the past few months, and spot announcements at varying frequencies, running for an indefinite period on KFBK KLX KMJ KOL KFAC KXL WAIT WBAL WBBM WCAE WCAR WDBO WEAF WJZ WORL WSNY.

Quality Bakers Cutting New Half-Hour Program

QUALITY BAKERS of America, New York, cooperative group of independent bakers, last week began cutting transcriptions of a half-hour musical variety program to be released in the fall to member bakers for placement on local stations. Projected series, *This Is Hollywood*, featuring a different Hollywood star each week with John Reed King as m.c., may supplement *Sam Adams, Your Home Front Quartermaster*, a quarter-hour series or may replace it.

Schenley Plans

SCHENLEY DISTILLERS Corp., New York, on July 26 for five weeks discontinues *Your Date With Cugat* on MBS Wednesday 8:30-9 p.m.. and is understood to have retained a weekly five-minute period on the network to be donated to the Red Cross during the program's summer hiatus. Program will probably originate from the West Coast when it resumes in the fall for Dubonnet. Agency is William H. Weintraub & Co., N. Y.

New Helbros Show

HELBROS WATCH Co., New York, July 16 starts *Quick As a Flash* on 30 MBS stations Sunday 6-6:30 p.m, expanding to 116 MBS stations Sept. 10. New series is an audience participation program which will present historical and mystery dramas. Current Helbros program, *Pick and Pat Time*, on 12 MBS stations Tuesday, 8:30-9 p.m. goes off the air after the July 11 broadcast. Agency is William H. Weintraub & Co., New York.

Peanut Project

RADIO advertising will figure in an advertising and publicity program adopted recently by the National Peanut Council, entailing expenditure of about a million dollars during the next three years in the over-all campaign. Radio appropriation will be determined sometime in September, according to J. Walter Thompson Co., N. Y.

ELECTRIC COMPANIES, cooperatively sponsoring *Report to the Nation* on CBS Wednesday, 10:30-11 p.m. will discontinue the program after the July 19 broadcast, and have secured a musical show from the West Coast in October. Agency is N. W. Ayer, N. Y.

AP
KSOO - KELO,
Sioux Falls, S. D.
. . . Have, in my time at the microphone, read a lot of so-called farm features. Your 'Farm Fair' Telescript tops them all.
Don C. Harvey
Farm Service Director
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Radio Aids in Circus Fire

(*Continued from page 18*)

ceived, as the city and State went all-out in its efforts to aid in rescue operations. Chief Announcer Bernard Mullins and George Bowe of the production department, were hurried to the circus in a WTIC truck a few minutes after the first flash was given. At 6 p.m. they broadcast an eye-witness story.

Extra telephones were set up at WTIC to answer the many calls from grief-stricken parents. Through the Red Cross each operator was given a list of the injured at the three Hartford hospitals. When an inquiry was made, the list was checked and the station helped to locate some of the injured. Gov. Raymond E. Baldwin spoke over WTIC at 5:15 p.m. He asked the people to be calm and told how the Red Cross and other agencies were caring for the injured.

WDRC Mobilized

WDRC, from the very moment word came of the tragic circus fire, mobilized its staff which had been trained for war emergency duties. The fire could be seen from the penthouse WDRC studios. Extra telephone operators were put on to handle the immediate flood of calls.

Jack Stevens, the station's commentator dispatched to the scene, interviewed survivors, watched the dead and injured being removed, talked to police and fire officials, and then raced back to the station to write a 15-minute broadcast, which went on at 6:30. The entire Stevens program, *News Digest of the Air*, was devoted to the fire.

WDRC and the *Hartford Courant*, morning newspaper, then made a tieup and the station began broadcasting the names of the dead, injured and other pressing information. Police department orders were broadcast, as well as instructions where families could view the dead. From the *Courant* the names of 400 to 500 persons were telephoned directly into the studio, and all commercials were interrupted.

WDRC-WTHT Cooperate

Walter B. Haase, program manager, offered the station's facilities to Mayor Mortensen, who accepted with thanks and made two 15-minute broadcasts from his office over both WDRC and WTHT, the WTHT engineer handling technical details. The Mayor gave instructions to the populace on both broadcasts. He praised civilian defense agencies and others who cooperated in rescue work.

Aubrey L. Maddock, secretary of all civilian defense agencies in Hartford, read the casualty lists over both stations, a task which occupied most of the night and was resumed on Friday.

General Manager Franklin M. Doolittle of WDRC telephoned Mayor Mortensen Friday morning, offering to set up a circus fire relief fund and the Mayor told WDRC to go ahead. Mr. Doolittle donated $500 for the station as the first contribution. WDRC gave up all sustaining spots and programs for the weekend to call for funds which might be needed by the families of the dead and injured. Within a few minutes after the first bulletin went out, calls started coming in with contributions.

Mayor Mortensen praised Mr. Doolittle and WDRC for its work during and after the tragedy.

WTHT Withholds Flash

At 2:43 p.m. Thursday a roaring fire was visible from the office windows of WTHT. Delaying an important report of the circus fire until some tangible news could be given on a scheduled basis in order to avoid further panic among the townspeople, carefully worded reports and appeals for nurses' aides and volunteers were aired. At 3:15 some idea had been gleaned of the scope of the tragedy.

Avoiding any attempt at on-the-spot coverage for fear of hampering efforts of rescue squads and for fear of further alarm and panic, the regular WTHT schedule was abandoned and news appeals and allied service announcements were broadcast constantly through cooperation of the staff of the *Hartford Times*, station licensee. WTHT was able to present at an early hour casualty lists which grew in completeness toward midnight.

At 9 p.m. Mayor Mortensen was given emergency facilities at his office for the first factual official report of the tragedy. Again at 10:15 the facilities of the two stations were joined for an official casualty list from the Mayor's office. The clogged switchboard at WTHT was manned until early morning hours, aiding in the dissemination of information on inquiries about specific individuals.

"The horror of the holocaust and its impact on this city was of such tremendous proportion that WTHT did all in its power to provide good public service and to avoid the spectacular, said Glover De Laney, general manager. "Our first duty was to do all we could to help keep the people informed. No efforts were made to make 'shows' of any broadcasts."

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL
ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

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BUY WAR BONDS!

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JULY 1 TO JULY 7 INCLUSIVE

Decisions . . .

JULY 5

WJJD Chicago—Granted transfer control from E. Leslie Atlass, Ralph L. Atlass and Ralph Louis Atlass to Marshall Field.

WIND Gary, Ind.—Granted mod. license change main studio location to Chicago.

Dublin Broadcasting Co., Dublin, Ga.—Granted CP new standard station, 1340 kc 250 w unlimited, pursuant to Jan. 26 Policy.

Western Radio Corp., Pasco, Wash.—Granted CP new standard station, 1340 kc, 250 w, unlimited, pursuant to Jan. 26 Policy.

Valley Broadcasting Co., Pomona, Cal.—Designated for hearing application for new standard station, 1580 kc, 250 w unlimited.

KGEK Sterling, Col.—Granted mod. license to change hours of operation on Sunday to operate from 2:30 to 4:45 p.m. MST.

Stanley G. Boynton, Detroit—Granted extension of authority to transmit programs to CKLW Windsor, Ont

WHBC Canton, Ohio—Granted CP to reinstate CP authorizing change 1230 kc to 1480 kc, changes in equipment, increase 250 w to 1 kw, install DA-N.

WEHS Chicago—Granted request for extension time to comply with procedural conditions attached to grant of CP for new FM station.

WOV New York—Adopted order granting petition for rehearing filed by Richard E. O'Dea; reversed order of Motions Commissioner of June 28, denying petition of R. E. O'Dea to intervene in hearing on application for transfer of control of Wodaam Corp.; petitioner, R. E. O Dea, permitted to intervene in said hearing.

KTHT Houston, Tex.—Adopted order designating for hearing application for license of Texas Star Broadcasting Co. before Commission July 10.

Tentative Calendar . . .

KOB Albuquerque, N. M.—Mod. CP 770 kc 50 kw unlimited. Participant—WJZ New York (July 10).

Independent Merchants Broadcasting Co., Minneapolis—CP 1330 kc 5 kw unlimited DA-DN (July 12).

JULY 6

WLOL Minneapolis—Granted petition for continuance of hearing now set for July 12 to Sept. 12, in re application for CP.

Gene L. Cagle, Fort Worth, Tex.—Granted motion to dismiss application for new standard station, 1340 kc 250 w unlimited.

WABI Bangor, Me.—Deferred for consideration with petition to reconsider and grant, motion to accept amendment to application for mod. CP.

WHDH Boston—Granted petition to intervene in hearing on application of WGBG Greensboro, N. C., for CP operate on 850 kc.

WJZ New York—Granted motion for continuance to Oct. 9 hearing now set for July 10 in re application of KOB for mod. CP operate on 770 kc and application for license to cover CP.

Rochester Broadcasting Corp., Rochester, N. Y.—Granted petition to amend application for CP new station, to make changes in stockholders and directors of applicant; application not removed from hearing docket.

Applications . . .

JULY 3

WBAL Baltimore—CP new FM station, 43,700 kc, 8,857.6 sq. mi., $65,000 estimated cost.

Crosley Corp., Dayton, Ohio—CP new FM station, 46,100 kc, 8,000 sq. mi., $150,000 to $160,000 estimated cost.

WGAR Cleveland—CP new commercial television station, Channel 3.

WMRN Marion, Ohio—Transfer of control from Howard F. Guthery and Florence Guthery to R. T. Mason (resubmitted).

WSAI Cincinnati—Voluntary assignment of license to Marshall Field.

Texas Broadcasters, Houston, Tex.—CP new standard station, 1560 kc, 1 kw, unlimited.

J. W. Birdwell, Nashville, Tenn.—CP new standard station, 1240 kc, 250 w, unlimited.

WAIR Winston-Salem, N. C.—Mod. license to change name of licensee to C. G. Hill and George D. Walker d/b WAIR Broadcasting Co.

Voice of Alabama Inc., Birmingham, Ala.—CP new FM station, 44,700 kc, 17,200 sq. mi., amended to change frequency to 45,900 kc.

WAIT Chicago—Voluntary assignment of license from Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Moulds, Vivian I. Christoph and William F. Moss d/b Radio Station WAIT, to Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer Jr., Adele Moulds, Louis E. Moulds, and Grace V. McNeill d/b Radio Station WAIT.

WGES Chicago—Voluntary assignment of license from Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, William F. Moss d/b Radio Station WGES, to John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald and William F. Moss d/b Radio Station WGES.

WSAU Wausau Wis.—OP change 1400 kc to 1250 kc, increase 250 w to 5 kw, install new transmitter, DA-N and move transmitter.

KECA Los Angeles—Voluntary assignment of license to Blue Network Co.

JULY 4

WENT Gloversville, N. Y.—License to cover CP new standard station.

WCAP Asbury Park, N. J.—Transfer of control from Georgia A. Burley to Charms Co.

WKLA Ludington, Mich.—Mod. CP authorizing new standard station for change in type of transmitter and extension of commencement and completion date.

WLAV Grand Rapids, Mich.—CP new FM station, 46,100 kc, 6,460 sq. mi., $28,000 estimated cost.

WHBC Canton, Ohio—CP for reinstatement of CP authorizing change 1230 kc to 1480 kc, increase 250 w to 1 kw, changes in equipment and installation of DA-N.

WGST Atlanta—License to cover CP for changes in transmitting equipment and increase maximum rated carrier power of auxiliary transmitter (resubmitted).

Mutual Broadcasting System, Chicago—Extension of authority to transmit programs to CKLW Windsor, Ont. and stations owned and operated by CBC and stations licensed by Canadian Minister of Transport, for period beginning 9-1-44.

Board of Education, Sewanhaka High School, Floral Park, New York—CP new noncommercial educational FM station, 42,100, 42,300, 42,500, 42,700 and 42,900 kc, 250 w, special emission (incomplete).

A. W. Talbot, Billings, Mont.—CP new standard station, 630 kc, 1 kw N 5 kw D unl., amended to request 1230 kc 250 w, w, change type of transmitter and change antenna (amendment returned as incomplete).

A. W. Talbot, Missoula, Mont.—CP new standard station, 630 kc 1 kw N 5 kw D unl., amended to request 1230 kc 250 w, change in type of transmitter and specify type of antenna (amendment returned as incomplete).

JULY 5

WNRE Bound Book, N. J.—Mod. CP as modified authorizing construction of new international broadcast station, for extension of completion date from 9-7-44 to 11-7-44.

Inter-City Advertising Co., Columbia, S. C.—CP new standard station, 1490 kc 250 w unlimited.

WBOW Terre Haute, Ind.—CP new FM station, 48,700 kc, 7,442 sq. mi., $25,200 estimated cost.

KJBS San Francisco—Voluntary assignment of license from Julius Brunton & Sons Co. to KJBS Broadcasters, partnership composed of William B. Dolph, Hope D. Pettey, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna Dolph, Edwin P. Franklin and Alice H. Lewis.

Board of Education of Newark in County of Essex, Newark, N. J.—CP new noncommercial educational FM station, 42,500 kc, 500 w, special emission (incomplete).

JULY 6

The Philadelphia Inquirer, Division of Triangle Publications Inc., Philadelpha—CP new FM station, 48,100 kc, 15,500 sq. mi., $150,500 estimated cost.

KTHT Houston, Tex.—License to cover CP new standard station.

JULY 7

Binghamton Broadcasting Co., Binghamton, N. Y.—CP new standard station, 1450 kc 250 w unlimited.

WLAK Lakeland, Fla.—Voluntary assignment of license to S. O. Ward tr/as Radio Station WLAK.

Michigan College of Mining & Technology, Houghton, Mich.—CP new non-commercial educational FM station, 42,100 kc, 3,000 w, special emission (incomplete).

Hearst Publications Inc., San Francisco—CP new FM station, 44,300 kc (incomplete).

KWLK Longview, Wash.—Transfer of control from Hugh McClung and Mrs. Marjorie McClung, executrix of estate of Ray McClung, deceased, to C. O. Chatterton and John M. McClelland Jr. (dismissed at request of applicant).

CBS Educational Programs on AFRS

Servicemen and Women Will Hear Recorded Series

SCIENCE and geography programs of the CBS *American School of the Air* will be heard on the Armed Forces Radio Service throughout the world, starting Oct. 9, through arrangements made between the network and the War Dept.'s Morale Services Division, Army Service Forces.

Programs will be recorded at the time of the original broadcasts and flown to some 400 armed forces radio service stations and sound systems at battle fronts, on transport and hospital ships and submarines, and in general hospitals in the United States. The Army will publish a special guide to the program, supplementing CBS regular listeners manual.

CBS programs to be broadcast are the Monday *Science Frontiers* series, which outlines postwar job opportunities created by science, and *New Horizons*, geography series giving background on countries where the armed forces are now fighting. Music and literature programs may also be used by the AFRS, and arrangements are being made to rebroadcast a number of CBS *Transatlantic Call* programs. Network is planning future school scripts to conform with the Army Education Branch's policy to use AFRS for broadcasting educational programs carefully checked for accuracy, impartial on controversial matters and directed to the overseas listener in the armed forces.

Another program to be heard by the service forces through AFRS outlets is *They Call Me Joe*, a series of 12 dramas telling the story of the war effort activities of various national and racial groups, starting on NBC Saturday, July 22 as a presentation of the *NBC University of the Air*. This program will also be recorded and flown to AFRS 400 station outlets.

ARCH OBOLER, radio dramatist, and Stephen Longstreet, author, have collaborated in editing a book titled *Free World Theatre*, composed of a series of radio playlets dedicated to the war effort by prominent authors. Plays were originally heard in 1942 on the Blue network [Random House $2.75].

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~~OFF~~ THE
RECORD
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TEXAS
VA.
Calif.

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Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Transmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Midwest 5 KW network affiliate. Give previous experience and salary expected first letter. All replies confidential. Box 383, BROADCASTING.

Announcer: Good position on Virginia local network station. Must have good selling voice. Immediate opening. Send all particulars in your first letter. Congenial staff. Box 413, BROADCASTING.

Wanted—Engineer for South Florida station with first class license. Previous broadcasting experience. Top pay. Not a war-time job. Reply to Box 414, BROADCASTING.

Commercial continuity writer, capable of eventually heading radio department of nationally recognized Southwestern advertising agency. Details of experience and background in first letter. Box 439, BROADCASTING.

5 KW CBS affiliate, wants continuity writer. This man will supervise continuity staff of 5-6 people. Job offers opportunity to produce programs. Box 441, BROADCASTING.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Assistant chief engineer—alert, capable, first class. Experienced in transmitter, control and construction work. Interesting local and regional network operation. State all in first reply. WLAV, Grand Rapids, Michigan.

Announcer wanted—by Southern NBC 5 KW station. A junior man with at least two years successful announcing experience. We prefer somebody who wants to become firmly rooted in the region we serve. We'll start him at $45.00 and provide an opportunity to earn extra talent fees for programs he produces. Send transcription, photo, detailed experience and education. Station WIS, Columbia, S. C.

Radio Time Salesman wanted. WSNY. Schenectady, has unusually splendid opportunity for one good, experienced salesman. Right man can make $100 or more per week without knocking himself out. Permanent. Wire for appointment and come on.

Experienced program director, newscaster, announcer, $225 monthly. Must be immediately available new station KTHT, Southern Standard Bldg., Houston, Texas. State qualifications and air express transcription.

Want chief engineer. Also announcer, New station. Permanent place for right man. State experience, when available. WROX, Clarksdale, Miss.

First class engineer. Will be made assistant chief engineer. Permanent job. Contact manager. Radio Station WBRW, Welch, W. Va.

Announcer—Yankee Mutual Outlet—WHAI at Greenfield, Mass. Experienced, salary in accordance with ability.

Experienced studio director and announcer. Give complete details in application. KPAC, Port Arthur, Texas.

Chief Engineer needed. Excellent opportunity as station has plans for expansion. Write KCRC, Enid, Oklahoma.

Chief Engineer, having experience with Western Electric, Doherty 5KW transmitter, 2 tower directional antenna and good fundamental technical background. Give complete details, including age, draft status and salary requirements first letter. Gene O'Fallon, KFEL, Denver.

Situations Wanted

Don't read another word of this if you cannot pay me a better-than-average salary. I am well-known network announcer in New York with programs running currently on several chains. My draft status is 4F. For reasons of family health, I intend to settle in the South or the West as soon as my present commercial commitments expire. With nine years of active broadcasting experience, and six in the big time, I will make you an outstanding program director. As an added attraction, and provided the salary warrants it, I guarantee a newscast that is forceful and effective—the results are registered in dollar signs. If you feel your station might profit by the addition of a man with ample network seasoning, write or wire at once, giving full details. In return, I'll give you references bearing out everything I have said. Address Box 427, BROADCASTING.

Network contact man—Executive salesman. Eleven years with outstanding Regional Network on sales and program ideas. Excellent background in advertising and merchandising and builder of programs that sold and stayed sold. Desire connection as Commercial Manager or Executive Salesman on percentage or salary plus. Location secondary to opportunity and would consider investment. Box 428, BROADCASTING.

Announcer — Experienced, 32, deferable. University trained in news, continuity, announcing. Prefer Middle West. Box 434, BRDADCASTING.

Announcer—4F, married, experienced, good all around man. Seeks better opportunity. Box 435, BROADCASTING.

Engineer—38, chief small station; operator larger station; full information after letter. Box 436, BROADCASTING.

Experience—From 1929 to date have covered all fields of radio from network sales to production, sports announcing, staff announcing and script writing. Because of rounded background, nationwide contacts, temperament and front I can cope with all problems of station management and operation. Desire placement in Massachusetts, Rhode Island or Connecticut as sales or station manager. Basic salary $85 plus percentage of increased business over previous years. 36 years old, married, one child, 4F. Do not wish duration position. Must have something with future. Box 437, BROADCASTING.

Man capable of managing 250 watter and working as chief engineer. Ten years successful experience in all phases of broadcasting. Also can make financial investment. Box 440, BROADCASTING.

Necessary I sell and get to higher and dryer climate in 30 to 45 days. Can announce, newscast and have third class ticket. Advise salary and location. Box 443, BROADCASTING.

Continuity Editor at Midwest network station wishes continuity or commercial writing in Chicago. Box 444, BROADCASTING.

Announcer—Thoroughly experienced, wants permanent connection Florida. Finest references. Honorably discharged. Does news, sports, good commercials, etc. Box 445, BROADCASTING.

Available immediately—Both a commercial and a station manager. Both have worked together and can produce for your station. Southern station preferred. Box 446, BROADCASTING.

Director of women's programs—Young woman, 31, with five years experience, all phases of programming, desires position as director of women's programs to Eastern station. University graduate with extensive announcing experience. Available immediately. Box 448, BROADCASTING.

Wanted to Buy

Wanted to buy either 250, 500- or 1000-watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted to Buy (Cont'd)

Want to buy any or all of the following: Approved frequency monitor, approved modulation monitor, studio console, pair of turntables, microphones 30, 50, 250 ohms, line amplifiers, limiting amplifier, 12 v relay rectifier, 200 ft. tower with lights, 14000' no. 12 soft bare copper wire, monitor amplifiers, 16" recorder. Box 433, BROADCASTING.

Wanted—200 to 300 foot vertical radiator, necessary obstruction lights, one Western Electric 351A Vacuum tube, and two 249B tubes General Electric 6RC3K179 Rectifier or equal, frequency and modulation monitors. Cash. Box 438, BROADCASTING.

One 76-B2 RCA consolette or similar. Two 70-A, 70-B, or 70-C RCA turntables. Presto 10-A turntable chassis. Two W. E. 9-A or RCA Universal tone arms and reproducing heads. Box 430, BROADCASTING.

For Sale

For Sale—250 watt transmitter, six portable-mobile transmitters, frequency meter. Formerly licensed to police. Suitable for relay broadcast with slight modification. Box 429, BROADCASTING.

Controlling interest in Southwestern local. Box 431, BROADCASTING.

Miscellaneous

Radio Engineer wants operating contract. Will consider purchase of part interest in small station. Box 379, BROADCASTING.

Will swap: General Radio Type 608A, Oscillator-FOR-General, Radio Type 731B or any FCC approved modulation monitor or frequency monitor. Box 442, BROADCASTING.

Have a 190 ft Wincharger tower. Desire to trade (or buy outright) this tower for any make tower 350 to 450 feet. If you are applying for a 250 watter with high tower, trade with us to get ideal tower for your use and enough cash besides to pay for your transmitter, WGAC, Augusta, Ga.

Experienced and draft deferred manager interested in becoming permanently established in ideal location in Southern Metropolitan area. Would like to contact party interested in applying for construction permit. Box 447, BROADCASTING.

FOR SALE

1000 WATT FULL TIME STATION ON PACIFIC COAST, ON EXCELLENT REGIONAL FREQUENCY. HIGHLY PROFITABLE OPERATION WITH EVEN GREAT OPPORTUNITIES. PLEASE STATE FULL DETAILS IN YOUR REPLY.

BOX 432
BROADCASTING

Need More 'Folksy' Copy, Latin Ad Man Tells Us

ADVERTISERS using the South American market are advised strongly to have their selling messages prepared by South Americans, in the July issue of *The Inter-American*. Article takes up various idiosyncracies of the Latin American consumer in regards to advertising, and cites a number of examples of "boners" pulled by North American advertising agencies which are said to have cost their clients thousands of dollars in lost sales. The author is Ricardo H. Pueyrredon, head of Pueyrredon Propaganda, Latin American advertising agency.

"Altogether too much advertising is created in the United States by Central Americans, whose language, customs and psychology differ enormously from ours", he writes. Copy prepared in this country, he continues, loses much of its forcefulness and lacks a "folksy quality" which the Argentine, for example, is quick to detect.

ANNOUNCER WANTED

CBS - 5 KW - YOUNGSTOWN, O.

Seasoned, experienced, capable man for news and general announcing. Not a war-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone.

W. P. WILLIAMSON, JR., Gen. Mgr.
WKBN BROADCASTING CORP.
Phone 42122

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Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
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- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

EQUIPMENT WANTED

Do you have any Broadcasting Equipment? We will pay highest prices for any and all types.

REGIONAL RADIO SALES CO.
225 E. Bradley Rd., Milwaukee 9, Wisc.
Phone Edgewood 9477

New Commercial Video, Three Standard, Five FM Applications Filed With FCC

APPLICATIONS for new broadcast facilities filed with the FCC last week include requests for five new FM stations, three standard outlets and a new commercial television station.

The *Philadelphia Inquirer*, recent applicant for a new commercial video outlet, last week applied for a new FM station to operate on 48,100 kc with a coverage of 15,500 sq. mi. Estimated cost is $150,500. Crosley Corp., licensee of WLW-WSAI Cincinnati, seeks an FM station to be located in Dayton, O., on 46,100 kc with 8,000 sq. mi. coverage. Estimated cost is between $150,000 and $160,000. Crosley is also holder of a construction permit for an experimental television station, W8XCT.

Seek Standard CPs

Licensee of WBAL Baltimore, Hearst Radio Inc. has filed for an FM outlet in that area on 43,700 kc. Coverage asked is 8,857.6 sq. mi. and estimated cost is $65,000. Leonard A Versluis, operator of WLAV Grand Rapids, Mich., is applicant for an FM station on 46,100 kc with coverage of 6,460 sq. mi. Estimated cost for the outlet is $28,000. WBOW Terre Haute, Ind. seeks FM facilities of 48,700 kc with 7,442 sq. mi. coverage. Estimated cost is $25,200.

Commercial television facilities on Channel 3 are sought by WGAR Cleveland. Sister station, WJR Detroit, already has FM and commercial video applications on file with the Commission and the other G. A. (Dick) Richards outlet, KMPC Hollywood, is expected to do likewise in the near future, it was reported last week.

New standard station to operate unlimited time on 1560 kc with 1,000 w is requested for Houston, Tex., by Texas Broadcasters, a partnership composed of Fred Weber, executive vice-president and 12½% owner of WDSU New Orleans; E. A. Stephens, auto dealer, WDSU president and 50% owner of that station, who also is candidate for the U. S. Senate; and William H. Talbot, local attorney and holder of real estate and oil interests. Each of the partners has one-third interest in the partnership. Transmitter for the station has been purchased from WDSU along with other equipment, application stated.

J. W. Birdwell, former owner of WBIR Knoxville, Tenn., seeks standard facilities at Nashville, Tenn. of 1240 kc, 250 w and unlimited hours of operation. Sale of WBIR by Mr. Birdwell to J. Lindsay Nunn and Son was granted by the Commission last January.

Inter-City Advertising Co., licensee of WAYS Charlotte, N. C., last week filed application for a new standard local station in Columbia, S. C. to operate on 1490 kc with 250 w and unlimited time. Inter-City Advertising is owned by a partnership composed of George Dowdy, president; J. Horton Doughton, treasurer; B. T. Whitmire, vice president, also manager of WFBC Greenville, S. C.; and Harold H. Thoms, secretary, who is owner and manager of WISE Ashville, N. C. and applicant for a new local outlet in Durham, N. C.

Press-FM Applicants

Noncommercial educational FM station is sought in an application filed by the Board of Education, Sewanhaka High School, Floral Park, New York to operate on several frequencies—42,100, 42,300, 42,500, 42,700, 42,900 kc, with power of 250 w and special emission. The Board of Education of Newark in the County of Essex, Newark, N. J., also requests a noncommercial educational FM station, to operated on 42,500 kc with 500 w and special emission.

WSAU Wausau, Wis. applied to the FCC last week for a construction permit to change frequency from 1400 kc to 1230 kc and increase power from 250 w to 5,000 w.

Applications filed late during the previous week at the Commission and not heretofore reported include requests for FM outlets by Poughkeepsie Newspapers Inc., Poughkeepsie, N. Y. and Gannett Publishing Co., Augusta, Me., and also a new standard application filed by Chattahoochee Broadcasters, Marietta, Ga.

Operators of WKIP Poughkeepsie, N. Y., Poughkeepsie Newspapers, seek FM facilities of 44,300 kc and coverage of 10,198.5 sq. mi. Estimated cost is $46,000. Gannett Publishing Co., licensee of WGAN Portland, Me., files for a new FM station to be located at Augusta, Me. Frequency asked is 49,100 kc, with 3,968 sq. mi. coverage and an estimated $31,333.23 cost.

Chattahoochee Broadcasters, which seeks Marietta, Ga. standard facilities of unlimited time on 1230 kc with 250 w, is composed of Fred B. Wilson, assistant to the president of the Georgia Power Co., Atlanta, and Channing Cope, manager of the agricultural division of that company. Mr. Wilson holds two-thirds interest in the partnership, Mr. Cope the remaining one-third.

NAVY, NETS PLAN PACIFIC COVERAGE

REPRESENTATIVES of the four major networks met in New York last Monday with Lt. Comdr. J. Harrison Hartley, officer in charge of the radio section, Navy Office of Public Relations, to discuss coverage of Pacific battle operations.

There will in all probability be a pooling arrangement similar to the one used successfully by network correspondents accredited to the Navy for the European invasion. Because of the vast distances of the Pacific area, however, methods of communication and assignments different from those of the European operations will have to be employed. Plans are now being formulated by the Navy and the networks.

Network heads present at the New York meeting were: Everett Holles, Paul White, Phil Woodyat, CBS; Bill Brooks, NBC; John Whittemore, Mutual; G. W. Johnstone, Blue.

SKINNAY ENNIS, discharged from the Army after 15 months of handling the band at Santa Anita (Cal.) air base, is organizing a new orchestra, and returns to the NBC *Bob Hope Show* in the fall.

SCRIPT PRODUCTION DEPT.
WOOF
Sid Hix

Drawn for BROADCASTING by Sid Hix

"It's Her Own Fault! She Doesn't Have To Read These 'John's Office Wife' Scripts!"

New York Ad Firm Eyes Postwar Era

Silberstein, Goldsmith Issu Retail Research Booklet

POSTWAR advertising will be diverted from traditional channel by new media, including television, according to a study of postwar retailing by Alfred J. Silberstein, Bert Goldsmith Inc., New York advertising agency.

Second of a continuing study undertaken by the agency on futur business operations, the 36-pag booklet covers the major knowledg of retailing in developing new markets and finding more consumer for goods after the war.

Covers Video

Television, as stated, will giv stores an opportunity to presen merchandising visually in the home.

Pre-war promotion schedules wil be resumed with the establishin of cut-price and seasonal efforts, it is stated. Much advertising wil be directed to the lower incom groups which will possess accumulated savings and relatively hig earnings.

Printed lines will be advertise more extensively, it is stated, wit a greater proportion of lines to b branded and established with th consumers through advertising.

A copy of the booklet may b obtained from the agency whose address is 9 East 40th Street, New York 16.

Donaldson to Kudner

RICHARD DONALDSON, former director of research of Celanese Corp., New York, previously research head of Ward Wheelock Co., New York, has been named manager of the research department of Arthur Kudner Inc., New York, it was announced last week by Dr. Franklin R. Cawl, research director. As part of a general expansion of the department, in process for the last year, Dr. Cawl also announced the appointments of Dr. Edward Yordan and Robert Gans to the executive staff of the research department. Dr. Yordan was a close associate of Miller McClintock, now president of Mutual, in industrial and traffic research from 1936 to 1943. Mr. Gans was formerly supervisor of field operations for the A. C. Nielsen Research Co. and later handled research for Street & Finney, New York.

McClain to Seminary

JAMES W. McCLAIN, heard on NBC as "Dr. I.Q." for three years, has enrolled in the Seabury-Western Theological Seminary. While studying for the ministry he will carry on his radio program, which will originate at nearby points, allowing him to carry on his studies without interruption.

FIVE more stations have signed for the special AP radio wire through Press Assn. They are: KYW Philadelphia; KALB Alexandria, La.; KIT Yakima, Wash.; KIDO Boise, Ida.; WEED Rocky Mount, N. C.

Service Station Operator

Numa Lane, operator of a prominent Phillips "66" service station in Kansas City, thinks of radio's service to his needs in terms of "Reports on cold waves, floods—information about road conditions—letting the motorist know rationing and government rulings."

Above the Call of Duty

News coverage is more than "man bites dog." In radio news coverage, the human element has become an important factor on numerous occasions. KMBC's news department, with Erle Smith as editor, has built for KMBC the deep respect of its listeners, not only for alert coverage of news as it happens, but for that service *above the call of duty.* Such awareness of radio's responsibility to the community in times of need is not only the *reputation* of KMBC but its *promise* for the future. *No small wonder a waiting list exists for the opportunity to affiliate oneself with a KMBC news program.*

KMBC

OF KANSAS CITY

FREE & PETERS, INC.

DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

Of course—
KMBC FM
An extra service at no extra cost.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS